

The Billboard

PRICE:
35 CENTS

JULY 7, 1958 (ABP) THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY (ABC)

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Familiar 'Covers' Give Way to More Devious Winner Imitation Patterns

By REN GREVATT

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Mercury 'No Bonus or Deal' Policy Jolt for One-Stops

Can Signpost End of 'Freebee' Syphoning of Wholesale Volume

By BERNIE ASBELL

CHICAGO — The growing position of one-stops as feeder points to retailers got a sudden jolt last week when Mercury Records announced that hereafter it "will not support any special bonus or deals" for one-stops by its distributors.

If this policy becomes contagious it can spell the end of widespread hidden discounts to one-stoppers in the form of "freebees," a system whereby one-stoppers have frequently been given a fifth record free for every four they buy in quantity purchases of fast-breaking hits. The bonuses have enabled one-stops to siphon off heavy volumes of the wholesale business in the past year and threatened the stability of the industry's distributive structure. The "freebee" trend was initiated by the indie labels, but when it became widespread the majors were forced to fall in line.

Usual Rates to Prevail

From here on, said Morris S. Price, Mercury vice-president of sales, one-stops would have to buy Merc merchandise at usual wholesale rates.

Simultaneously, Mercury announced cancellation of its 100 per cent guarantee policy on singles, reverting to the traditional 5 per cent return allowance.

In still another move, the company set its suggested retail price on stereo disks at \$5.95. Its first stereo release is due July 20.

The decisions were announced to distributors and their salesmen in three simultaneous meetings held

last week in New York, Chicago and Los Angeles.

Distrib staffers reportedly greeted the announcement about one-stops with a standing ovation.

"We are not trying," said Price, "to put one-stops out of business, but rather to see them return to the purpose for which they were originally created, allowing the operator to purchase whatever merchandise he might need at a slightly higher cost for the time-saving advantage of being able to purchase everything under one roof."

Salesmen Squawk

Some of the severest squawks over the growth of one-stoppers have been coming from regular

distrib salesmen who found their commissions shrinking as one-stop sales zoomed upward. While one-stops originally serviced the juke box trade chiefly, the "freebee" system has enabled them to cut heavily into business with retail stores by allowing current hits to be sold at straight wholesale rates.

Another concern over the growth of one-stops has come from the loss of contact between the manufacturer and distrib on the one hand and the retailer on the other. Price pointed out that the one-stop is interested in pushing bonus merchandise, the top hits, and that he is unable to service a company's entire catalog. This is an era, he

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New Roulette Plan Will Cut Returns

NEW YORK—A new sales policy, "aimed at ending the growing problems of heavy returns from rack jobbers and one-stops," has been formulated by Roulette's executive sales veepee Joe Kolsky.

The plan, effective immediately, calls for all Roulette merchandise sold to one-stops and rack-jobbers to be sold at distributor's cost at net terms (46 cents rather than 60 cents) but with a 5 per cent return privilege. At the same time Roulette will offer its distributors a 10 per cent discount on their total billing.

By cutting down the one-stops and rack-jobbers' return privileges and increasing the distributors' re-

turn privilege, Kolsky said, distributors will ultimately make a bigger profit on one-stop and rack sales even tho they'll be selling the disks at "distributor's cost at net terms."

Kolsky, who was among those who sparked the meeting of indie labels at the recent Music Operators of America convention in Chicago, has sent an open letter to all indie labels stating Roulette's aims to cut down on returns and describing the new plan. At least four other key indies, said the exec, have already indicated that they will adopt similar policies on rack and one-stop sales.

Minimum Order 1,000

Minimum order under the Roulette plan will be 1,000 records per number. Distributors may handle any sales below this minimum "at their own discretion." However, no allowances, discounts, credit or additional return privileges will be granted by Roulette on such sales.

All billing will be handled by the distributor, with merchandise sold either on a C.O.D. basis or payable within 30 days depending

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BIGGER THAN 'PEYTON PLACE'

NEW YORK — Hottest item on the Brill Building's own private chart is the government's published report of the Roosevelt hearings on ASCAP. Publishers and cleffers carry copies around with them.

"It's bigger than 'Peyton Place,'" remarked one.

4 New Distrib Set-Ups for London

NEW YORK — London Records announced important distributor changes this week in Pittsburgh, Salt Lake City, Syracuse and Indianapolis.

Decca Records branches will take over London distribution in both Pittsburgh and Salt Lake City, effective immediately. For some months, London has had no regular distributor outlet for Pittsburgh.

In Buffalo a distributor relationship was recently severed and the Western New York State area will now be serviced by Onandaga Supply Company of Syracuse, formerly a Columbia Records outlet. In Indianapolis, the line has been taken on by Indianapolis Radio Distributing Company, formerly a Capitol Records distrib.

New Set-Up Gives Coral 43 Distribs

NEW YORK — Coral, under its recently announced revised distributor set-up picks up nine new markets, not formerly reached by direct distribution. New outlets in Harrisburg; Toledo; Grand Rapids, Mich.; Louisville; Peoria, Ill.; Omaha; Kansas City; Phoenix and Hawaii, bring the total of distributor points to 43.

The label also announced this week the pacting of singer Danny Costello, a former hurler in the farm chain of the Pittsburgh Pirates. Costello retired several years ago from baseball, due to a sore arm and took up singing. Since then he has appeared on Arthur Godfrey TV shows.

B'dway Music Sold for 350G To Syndicate

NEW YORK — One of the biggest recent catalog acquisitions became official this week with the sale of Broadway Music to a syndicate composed of Eddie Kassner, Murray Sporn and Danny Kessler. The second sale of a Von Tilze catalog in recent months, the transaction involved a purchase price of \$350,000, with one-third to be paid in cash, and the balance within three years. Earlier this year the catalog of Von Tilze Music was sold to bandleader Lawrence Welk.

George Garfunkel was the attorney for the seller while Martin J. Machat represented the buying syndicate. The catalog contains such tunes as "Take Me Out to the Ballgame," "You Made Me Love You," etc. Part of the deal, it was understood, was an advance assignment of renewal rights to the syndicate by the Von Tilze estate.

It was understood that an attempt had been made to keep the deal "quiet" till August 4, but late in the week, word leaked out all over the street.

The Billboard

The Amusement Industry's Leading Newsweekly

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Regional Sales Heads Named For WB Label

HOLLYWOOD—Victor Cirumbolo, for more than five years sales manager of Capitol Records Distributing Corporation's Newark, N. J., branch, last week was named regional sales manager for the new Warner Bros. label. He will cover the New York City, Newark and Boston area. Also appointed was Jim Gordon, former general manager of Prep Records, Capitol subsid label, to serve as regional sales manager covering Los Angeles and San Francisco territory.

Hal B. Cook, WB diskery's v.-p. in charge of sales, will attend the National Association of Music Merchants convention in Chicago. While WB will not exhibit at the show, Cook will rep the label at the convention and meet with dealers attending.

CRDC Opens 27th Branch

HOLLYWOOD—Capitol Records Distributing Corporation opened its 27th branch last week locating the latest link in its distrib chain in Indianapolis, Ind. Kenneth Herrick was appointed branch sales manager after CRDC as sales rep for the years. Arthur E. Hill named operations manager of the new branch.

Both Herrick and Hill worked out of CRDC's Detroit branch prior to the Indianapolis appointments. Hill was assistant operations manager at the Motor City branch.

The new branch will serve customers formerly serviced by Indianapolis' Radio Distributing Company.

Texas Dealers Mass For Discount Fight

DALLAS — The Texas Record Dealers' Association has been shocked into a strong collective buying effort as a result of "Eastern discounters getting records at unusually good discounts from right under our noses in Texas." A spokesman added that: "These discounts have not been offered to our members so violations of the Robinson-Patman Act are now suspected."

Charles L. Simmons of the Simmons-Coghill retail outlet here made a quick trip to New York last week in an attempt to arrange better terms for quantity purchases of disks made possible by the banding together of the Texas dealers in one body. The Texas Association was an outgrowth of the Dallas Record Dealers Association formed late last year.

Simmons disclosed that better discounts for his group were imperative if the record dealers were

to "survive the impact of Sears, Woolworth et al., in their efforts to make leaders out of our bread and butter." Simmons indicated that sources of supply were found in New York "which will enable us to better weather the storm," tho he would not disclose the sources.

"It is our opinion," he said, "That the record dealers who stock a good cross section of all the catalogs of the record industry, have been sold down the river by their distributors in favor of the rack jobber and the discount house, both of which stock only the cream."

"The factory representatives with whom we have talked have disclaimed any knowledge of 'deals,'" Simmons continued, "What pressures have been brought to bear on distributors to move their 'quota' may be reflected in the transshipping of merchandise by some dis-

(Continued on page 37)

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'No Backdown' Says MPPA Exec

NEW YORK—"I don't consider that we've yielded or changed our position at all, no matter what some trade papers may have said." This was the comment of a member of the board of the Music Publishers Protective Association in response to reports that MPPA had "backed down" in its stand with regard to negotiating a new standard writers contract with the American Guild of Authors and Composers. A meeting has been arranged between AGAC prexy Burton Lane, the Association's executive secretary, Miriam Stern and Jack Lawrence and the Board of MPPA for Tuesday evening (8).

Another MPPA Board member asserted that, "In the first place, we've never refused to sit with AGAC. As a matter of fact, our representatives had a meeting with their representatives and asked for a list of proposals for further discussion. The AGAC people said they would get back to us but

(Continued on page 37)

'Buttermilk' Scrap Rouses Sherman Ire

NEW YORK — Epic Records a.&r. chief Joe Sherman had a few words of his own this week, in regard to the recent hassle involving Dot Records veepee, Bob Thiele, and Aaron (Goldie) Goldmark of Sheldon Music.

Thiele had said that Goldmark failed to honor an "exclusive" commitment regarding the tune, "Buttermilk," which Thiele had promised to cut with the Fontane Sisters. According to Thiele, the demo of the disk was turned over to Epic and brought out under the name of Joe Sherman and his ork and chorus.

Sherman asserted that "Bob Thiele's accusations regarding my recording of 'Buttermilk' are categorically untrue. I can't understand what would prompt him to make such a reckless guess—if that is what it was—about the recording of this song, the demo record of which I had, as did Thiele."

BIGGER THAN EVER

Press Red-Carpets Newport Festival

NEWPORT, R. I. — The national and even international acceptance of the Newport Jazz Festival as a permanent institution was illustrated vividly this past weekend via consumer magazine and newspaper coverage of the four-day event on an unprecedented scale. Twenty-five national consumer magazines, 50 newspapers, the Associated Press, United Press, the Hearst Metrotone News, and the CBS radio network, all covered this year's Newport bash. It was the fifth annual clambake held at the society playground and it was the biggest and best to date both in terms of box office grosses and in terms of coverage.

The national magazines that sent reporters or photographers to cover the event included such publications as Time, Life, Newsweek, Pageant, the New Yorker, Playboy, Nugget, Ebony, American Weekly, Coronet, Sepia and This Week. The few fashion magazines were well represented with reporters from Vogue, Mademoiselle, Glamour and Bride and Home. The serious-

BEST ADD THAT OTHER STAR

NEW YORK — Alaska's admission to statehood last week has already caused some repercussions in the music business.

Somerset Records, which has two LP's titled "Pride of the '48," is faced with the problem of "going out of business in Alaska," or calling in the albums and re-doing the covers.

Meanwhile, the first Alaska song — "Ask Her for Oscar in Alaska" — was penned here last week by Charlie Tobias and Arthur Altman. Publisher is E. H. Morris.

Victor Ups Bob Kreuger

LOS ANGELES—Bob Kreuger has been appointed by Harry Jenkins, director of RCA Victor's distrib operation here, to handle the sales and promotion end of the new operation.

Kreuger was recently RCA Victor District Manager in the Kansas City area, and prior to that was promotion field man in Detroit. In addition to sales and promotion, he will supervise all personnel. He reports to Jenkins.

Stereo Disks to Add New Outlets to Expanding Mkt.

By BOB ROLONTZ

NEW YORK — Quietly, but steadily the number of outlets for records of all types continues to expand. In spite of temporary downturns in the national economy, the general picture has been one of continued growth for the past 10 years. Now with the advent of the stereo disk new outlets are being added to the record market, with many component shops, few of whom usually carry records, now stocking two-track disks.

Many record men believe that the change in the form and composition of the disk itself over the past 10 years has caused the addition of thousands of new record outlets in addition to record shops. Prior to 1947-48 the old 78 r.p.m. shellacs were sold almost wholly thru record shops and department store concessions with a scattering of records sold in drugstores. The advent of the unbreakable 78 r.p.m. record, mainly in the kiddie field, added hundreds and later thousands of drugstores to number of shops where records could be purchased.

But it was the introduction of the 45 r.p.m. single and EP and the

LP disk that really expanded the number of outlets where records could be purchased. Size and weight made it possible to stock more records in a smaller area than ever before and the unbreakable quality ended a drawback that stopped many shops and stores from adding a record line. The establishment of the 45 r.p.m. disk and the LP as the standard speeds in the early 1950's aided and abetted the introduction of records into supermarkets and chains by a new type of jobber, the rack jobber.

Rack Jobbers

Today two rack jobbers each have more than 1,000 accounts, and these are but the largest of the many rack jobbing concerns about the country. The jobbers handle record racks in such places as supermarkets, drugstores, kids' stores, bus, train and plane stations and discount stores. They have placed records in markets and shops where records have never been before, even back in the old days of the paper disks during the 1930's depression days.

The advent of the microgroove disks also created another new and very successful outlet for records. These are the record clubs. The

fact that the 45 and LP are unbreakable has enabled these disks to be mailed thru normal post office services with little chance of damage. The record clubs, it is estimated, reach tremendously large segments of the population. The major record clubs, Columbia, RCA Victor and Capitol and the smaller disk clubs, such as the Concert Hall Society, Jazztone, ARS, Goody's, and many more, are constantly pushing for more new customers.

Chain Store Influence

In addition to all this, the chains, from the largest like Woolworths, and including other giants, like Kresge, H. L. Green, Kress, etc., have brought records back to their chains after being without them for many years. More than that, the chains, and this includes the Sears and other department store type operations as well, are plac-

(Continued on page 10)

M-G-M Gaits Release to Thermometer

NEW YORK—M-G-M Records has announced a July release of seven LP's, backed by a special promotion dubbed, "A Natural Seven." The group features specially selected albums suited for summer months.

Included are "Reflections in the Water," a David Rose set; "Jose Melis of the Jack Paar Show," a set by Art Mooney and his ork; "Johnny Green on the Hollywood Sound Stage," "Seltzer on the Rocks," comedy and songs by Leo Tully; "A Man and His Dream," by Acquiva and his ork; and "The Weary Blues with Langston Hughes."

Promotion behind the release includes a jockey sampler, album covers for dealers, salesman's brochures and an extensive trade and consumer ad campaign. Also, the promotion offers one free album for every seven ordered by distributors during the month of July. A company spokesman added that in the label's "June for Joni" campaign last month, 100,000 Joni James albums were sold.

Storz Blasts Validity of NBC's Time Buyer Survey

By JUNE BUNDY

OMAHA — Todd Storz, prexy of the Storz Stations, last week blasted NBC's recent Timebuyer's Opinion Panel (see page one story, this issue) report as of "questionable validity" and labeled its survey technique as "the age-old method of asking a 'loaded question' to get a desired answer."

"For example," said Storz, "the survey divides music stations into two categories: 1) 'Top 40 Tune Stations that primarily feature current top tunes, generally the top 40 hits of the day.' 2) 'Standard Music and News-Stations that feature standard as well as current pop tunes and thus cater to a

wider variety of popular musical tastes."

"We are unaware," said Storz, "of any group or station that programs only 'Top 40' tunes, and actually we think it would be difficult to find any station in the country that would fall exclusively into the first category, particularly bearing in mind that to fit the first category the station could not carry any newscasts since news is completely excluded from the program definitions in the first category and included in the second."

"I would like completely to reverse the survey," he added, "and ask a question that really is important. Do timebuyers think that alert, aggressive independent stations featuring music and news can do the best jobs for their accounts; or, can an old line NBC affiliate carrying its inevitable hodge-podge programming do the best job?"

Nets 'Stole Away'

Storz recalled that "several years ago," the networks forecast the "impending and unavoidable death of radio . . . The networks picked up their kilocycles and stole stealthily away in the face of TV's

competition," claimed Storz. "The independent operators picked up the ball and have been running with it ever since. . . . In market after market it has been proven that radio sets in use increased when an aggressive independent operation came into the area."

In line with this, Storz pointed out that the most recent Hooper figures show: "In New York, right under the guns of the NBC brass, the top indie has over twice the audience share of the NBC Flagship. In Chicago the top indie has over three times the share of audience of the NBC station . . . in Boston the top indie has almost eight times, and in Pittsburgh the

(Continued on page 37)

Paar Cuts 1st Victor Disk

NEW YORK — Jack Paar kicked off his first RCA Victor record "Funny What You Learn From Women" on his NBC-TV show (11 p.m.-1 a.m.) last Wednesday (2) night, via an on-the-air recording session.

RCA Victor's artist and repertoire chief Steve Sholes, who signed Paar to the label, supervised the date, wherein Paar recited a comedy monolog, against a previously recorded rock and roll background. (See review elsewhere in this issue.)

Victor is readying an extensive promotion for the Paar disk, which will be released next week. The platter will be issued in a special two-color sleeve, thereby making it a good potential supermarket rack item in view of Paar's strong adult fem following.

Heavy July Release Program for Victor

NEW YORK—RCA Victor announced this week a heavy program of pop and classical LP's, "Save-on-Records" specials and stereo tape sets in its July LP and EP release, highlighted by a performance of Rimsky-Korsakoff's "Scheherazade," by Pierre Monteux and the London Symphony and a set by Ray Hartley, titled "The Trembling of a Leaf and the Sound of the Sea."

In the pop field, there are additional sets by Al Nevins, Les 3 Bars, Urbie Green and his band, Melachrino, Jim Reeves, Floyd Tillman, Russ Garcia, Tito Puente, Billy Mure, Billy Butterfield, Kay Starr, the Guckenheimer Sour Kraut Band and a set called "TV Record Hop," featuring various artists.

The Red Seal release includes, in addition to the "Scheherazade" set, packages by Fritz Reiner and the Chicago Symphony; Arthur Fiedler and the Boston Pops Ork; the Morton Gould Ork; and a single package featuring Heifetz, Primrose and Piatigorsky.

"Save-on-Records" specials in-

clude a pair of pop offerings by Leonard Leigh on the Wurlitzer organ and the performances of various artists on "14 Blue Roads to St. Louis." A pair of classical sets include the Bach Brandenburg Concertos 1, 2 and 3 in one and the fourth, fifth and sixth Brandenburg concertos in the other. Both are by Charles Munch and the Boston Symphony.

Camden release features the Nashville Squares in hi-fi square dances and a reading of "H.M.S. Pinafore" music by Al Goodman and various vocalists. Camden conversions feature Jesse Crawford, Domenico Savino and ork, the Jerry Jerome group and Larry Green and his ork.

EP's in the release are by Perry Como, Tony Martin, Perez Prado, Ray McKinley and the Glenn Miller ork, the Boston Pops ork and Little Richard.

The half dozen stereo tape sets are by the Guckenheimer Band, Al Nevins, Billy Mure, Ray McKinley and the Miller ork, Leonard Leigh and Perry Como, all of which are taken from the LP portion of the release.

Live Employment AFM Goal; Seek Ban on Canned Imports

Kenin Sees Progress Via TV-Film Deals

By MILDRED HALL

WASHINGTON — The new American Federation of Musicians president, Herman Kenin, in a press interview here, prophesied early announcement of more TV-film deals for guaranteed live music employment to replace canned. In recent contracts made by the union with Revue Productions and Desilu, the employment guarantee offsets a reduced take for the Musicians' Performance Trust Fund.

These arrangements duplicate the Trust Fund aim, Kenin told reporters, which is to provide employment for musicians. "We're ready at all times to consider all the ways to promote employment, and to create a taste for live music. If we can get an employment guarantee, there is that much less need for paying the same amount into the Trust Fund, which is in itself only a way of promoting employment of musicians."

Dog Days Spell Work for Anka

NEW YORK — Paul Anka has an extensive schedule ahead this summer, involving personal appearance, screen tests, deejay tours, and a three-week trek to Japan.

Anka's tour of the Orient, where he is currently one of the hottest U. S. record names, starts September 8, with his return to this country marked for October 1. Meanwhile, having completed an 80-day tour with Feld's "Biggest Stars of '58" show, he guested on Dick Clark's Saturday night ABC-TV last weekend.

The ABC-Paramount warbler leaves here for Hollywood July 7, where he will take a screen test and cut a sound-track disk, following which he returns here for a deejay tour, recording sessions, and a one-week engagement at Steel Pier in Atlantic City, starting July 20.

Then on August 11 (thru the 17th) Anka will be featured with Red Buttons and his Hollywood All-Stars at the Carter Barron Amphitheater in Washington, following which he joins Bob Hope for a four-day date in Indianapolis, August 29 thru September 1.

Jazz Blooms On TV, Radio

NEW YORK — Jazz continued to exert its influence over radio and TV last week. Art Ford set up a Minneapolis TV version of his WNTA "Jazz Party" show here, and Erroll Garner signed on as guest headliner on CBS-Radio's "The Best in Music."

The Minneapolis show, which debuts over KMSP-TV in that city this Tuesday (1) night (10:50 p.m. to midnight CDST) will feature local jazz musicians chosen by Ford. The jockey will also emcee the first show and introduce its permanent local host.

Garner will appear on most of the "Best in Music" shows this summer, playing other concert, radio and TV dates during the week. However, his manager, Martha Claser emphasized that his TV guest shots will be limited to one every eight weeks for fear of over-exposure. She opined that an artist can stand considerably more exposure on radio than TV.

EPIC PRIZE WAS SOLO JUNKET

NEW YORK — The Billboard erred last week when it stated that the winner of the Epic contest last month, the Sixth Avenue Record Shop in Portland, Ore., won two round trip tickets to Bermuda. The first prize was one round trip ticket, not two.

The interview was part of Kenin's whirlwind tour of Washington (2) on behalf of the jobless musicians who are "unhappily, the major segment of the 264,000 AFM membership." Kenin expressed gratitude to Labor Secretary Mitchell for his expressed concern over the musicians, and Sen. Wayne Morse (D., Ore.) and Representative Thompson (D., N. J.), who have introduced resolutions to study the constitution of foreign-made music track for American-made music in Hollywood films. (See separate study.)

Kenin also presented the union's (Continued on page 10)

Solons May Study Foreign Canneries

WASHINGTON — A study of the amount of unemployment to American musicians caused by foreign-made sound track used in American films may be made by the powerful House Ways and Means Committee. Concurrent with a visit here by new American Federation of Musicians president Herman D. Kenin, and at his request, Rep. Frank Thompson (D., N. J.) has introduced a House resolution calling for such a study (2). A parallel resolution has been introduced in the Senate by Sen. Wayne Morse (D., Ore.).

The Thompson resolution wants two aspects of American movie-making studied: 1. The importation of sound tracks and film under our present tariff conditions. 2. The importation of tracks and film made abroad by American firms to dodge U. S. tax bite.

The Committee or Subcommittee (Continued on page 10)

MOST FOR MONEY

'Standard' Seg Buys Reap 90% Ad Dollars

• Continued from page 1

and roll or Top 40 tunes is listed by 4 per cent, with such mentions confined to the smaller (under \$5 million) agencies.

The volume of local advertising doesn't mean too much to national sponsors as a clue to the station's acceptance in the market. Only 42 per cent feel it indicates some acceptance, while 41 per cent state it does not indicate acceptance.

Half the agencies prefer to buy five-minute news shows, one out of six likes 15-minute news and one out of eight likes 10-minute shows. "Too much music has a numbing effect on listeners," says Martin Fritz, veepee, Christiansen Advertising, Chicago. "A change in pace with news, weather, etc., can pull them back to pay attention to what is being said."

"Pace and mood are important. FM classical music audiences are very responsive to low-key copy in the evening, but the early morning listener in a hurry needs hard sell," states Ruth Simonds, media director, Doremus & Company, Boston. "Even the jockeys on Top 40 stations tell us they're nervous wrecks by the time they've listened to their own music for hours," says Claudia Bengé, Rowland Broiles Company, Fort Wayne. "Adults are searching the dial for music, which rock is not," says Ted Cramer, Bennett Advertising, Raleigh, N. C. But, contradicts a Pittsburgh

Rack Service Firm to Deb

NEW YORK — Larry Goughan, formerly with Columbia Records, and Pete Russos, formerly with CBS International, are starting their own special services and rack services firm, to be called National Merchandise Services, Corporation. The firm will be located in Springfield, Pa., outside Philadelphia. The duo will handle rack jobs, and special services for chains, such as ticketing merchandise, installing central systems, etc. They will be concerned mainly with records and phonographs.

source, the largest audience produces the largest sales, regardless of audience composition or type of music programming.

Most significant answer came to the question: "In markets where the Top 40 station gets the highest ratings, which station would you buy?" Varied stations garnered 49 per cent, standard won 40 per cent, Top 40 drew only 5 per cent.

Editor's note: For reply by Todd Storz to information presented in this story, see article on Page 3.

Promotions Key CRDC Branch Exec Switches

HOLLYWOOD — The past week saw a reshuffling in the ranks at some of the Capitol Records Distributing Corporation branches due to promotions and new appointments.

These included the naming of Robert H. Spencer as sales manager of the Newark, N. J., branch

County Fair Stereo Demo

HOLLYWOOD — High Fidelity Records took an exhibition booth at the San Diego County Fair to demonstrate stereo to the public at large. Pete Stapleton, the firm's sales manager, said this was the first time to his knowledge that any diskery has used a county fair as a means of delivering the stereo message to prospective buyers.

No effort is being made to sell product at the booth, Stapleton said. Sole purpose of the exhibit is to educate via demonstration the meaning of stereo to fair visitors. Stapleton estimated his exhibit will deliver the stereo message to as many as 20,000 attendees.

Demonstrations were conducted by Charles Stapleton, in charge of show promotion for the label.

FIRST SPECIFIC ARRANGEMENTS STEREO DISK

NEW YORK — Morton Gould's "Batons and Bows," in RCA Victor's July product release, is believed to be the first music arranged specifically for stereo recording.

Gould, who describes the album as a group of "Stereo-phonics settings for string orchestras," used the triple track technique to achieve desired effects. His innovation—other than using strings only—is the use of two separate string orchestras of unequal size, muted and unmuted. This combination is difficult to use in concert halls, owing to the difficulty of obtaining proper balance.

In arranging the Kreisler-Kern melodies, Gould used the two orchestras antiphonally: stating the melody with one and embellishing it with the other. Gould also uses a contrapuntal string movement between the two groups—describing this as lineal writing rather than massed string writing.

NMC Brands Fulbright Bill Controversial

WASHINGTON — The Fulbright Bill to make all public domain music Government property and liable to royalties has been dubbed "controversial" by the National Music Council. The Council will take no official stand for or against, until after discussion at its December, 1958, general meeting, it was announced in the spring NMC bulletin.

The bill by Senator Fulbright (D., Ark.) has met mixed reaction, largely unfavorable, in the trade. (The Billboard, March 3, May 19, 1958). Fulbright, a champion of performing arts, would authorize use of the royalties for encouraging the creation and understanding of music. A special National Music Council of 11 members, Presi- (Continued on page 10)

and appointment of William L. Baker as sales manager of the Memphis branch. Spencer joined CRDC in 1946 and has been a sales rep in the Newark territory for more than 11 years. Prior to joining CRDC, he was with Muzak and the disk department at Macy's in New York. Spencer takes over the post vacated by Victor Chirum- (Continued on page 10)

NIPPON DISK FRONT TABS FAILURE, DEBUT

TOKYO — Record industry news here this week was highlighted by the dissolution of one firm, the start of another and the acquisition by Nippon Victor of a considerable amount of British Decca catalog material for release here.

Till now the King Record firm has been marketing the British Decca line here under the London label but hereafter both King and Victor will handle part of the Decca line.

The dissolution involves the Nippon Disque Company, organized only four months ago by Andre Callavie, French business man, and

NEWS REVIEW

Co-Star Disks Can Build For U. S. Fad

Roulette's new Co-Star series looks like it could shape up as a healthy success sales-wise. The possibilities for game playing with the LP's are numerous, amusing and satisfying and could start a big U. S. fad. Eight of the 15 announced disks are out, but the issues could go on almost indefinitely, at least so long as provocative celebs can be signed.

The scenes on which "You act opposite your favorite star" are diverse. George Raft plays the film "They Drive by Night" with surprising conviction and variety. Basil Rathbone is excellent in "The Brothers Karamazov." Paulette Goddard is a bit weak in scenes from the book (not the pic) "Peyton Place," but should sell strongly. Virginia Mayo is pleasant in "Girl From Jones Beach," while Pearl Bailey scores as comic and tragedienne in original vignettes by Jack Ragotzy. Scripts are naturally included.

Strongest of the bunch is the Tallulah Bankhead disk which includes excerpts from "Camille," "Lady Windermere's Fan," "Hedda Gabler" and "Importance of Being Earnest." Who hasn't yawned for a chance to emote opposite Tallu? (Continued on page 10)

No Squawks on Chess Cut of Singles Return

CHICAGO — Several weeks after Chess Records pioneered in eliminating its 100 per cent return privilege on hit singles, Leonard Chess last week told The Billboard that the policy has worked out entirely to his satisfaction.

The label is now allowing its distributors a 6½ per cent return plus a 3 per cent promotional discount.

Chess said he experienced no unfavorable repercussions after instituting the policy. Distributors, in fact, seemed to welcome it, he said.

The lesson to be learned from the experience, Chess asserted, is that a disk can't be pushed into a hit by liberalizing financial terms. If the record gets air exposure and the public wants it, distributors and dealers will eagerly promote it, and return guarantees are irrelevant. Conversely, high guarantees might succeed in stuffing dealers' shelves but cannot lure the public into buying a record.

The only difference in the two (Continued on page 10)

NIGHT CLUB

Felicia Sanders Back In Great Form

This will probably be the season in which music tradesters will compete for the honors of being first to "re-discover" Felicia Sanders, who soared into the charts with "Moulin Rouge" and then practically vanished from sight.

Well, she's very much back again. And, if her current headlining at New York's Bon Soir is any indication of the content of her upcoming (August release) "That Certain Feeling" album for Decca, then Decca is very lucky indeed.

Almost unnoticed, she has de-

veloped into one of the best song stylists in town, handling everything from a "West Side Story" medley to uptempo numbers and torch ballads with ease, grace and genuine warmth. Incredibly, she has also become a musical satirist with exquisite timing; her version of "All of Me," as it might be done by a coy stripper complete with Jayne Mansfield giggle, and a spoof of rock and roll done in "Born Yesterday" Bronxese, are nothing short of devastating.

One of her best Bon Soir num-

bers, incidentally, is a satiny "In Other Words," backed beautifully by the Three Flames, which she waxed for Mercury, but Mercury never released. Mercury, most will agree on hearing it, must have rocks in its head.

Rounding out the vocal billing, and stomping up a storm on home grounds is the wonderful Mae Barnes, who had the customers begging for more numbers like "Topsy" and "I'd Rather Wake Up By Myself." The robust Mae is proof that an audience sparks a singer; she did the same act recently at Blue Angel, where the diners clapped politely. At Bon Soir it was almost a riot.

Charles Sinclair.

NETWORK TV

Paar First to Stage Record Session

Jack Paar Show
NBC-TV, 11:15 p.m.-1 a.m., EDT,
July 2 (Caught again).

The most off-beat introduction of a new record in TV history was staged on Jack Paar's NBC-TV show last Wednesday (2) night, when RCA Victor recorded Paar's first effort for the label on the program. Tagged "Funny What You Learn From Woman," it features a comedy monolog-

by the TV star against a previously recorded mildly rock and roll-styled whistling background.

Paar shrewdly needled his own act thruout the brief recording session—confiding first to the TV audience—"I said I'd do this while under the influence of money." Then he explained ingeniously that he'd made a deal to give away his 5 per cent royalties on the disk, in return for a coveted Corvette, but that his wife and

daughter had so much faith in the record they'd bought back the 5 per cent and given him the sports car themselves.

Before, during and after the session, which was conducted by RCA Victor's artist and repertoire chief Steve Sholes, Paar performed a masterful job of inverted plugging, via a series of amusing remarks—"I don't think it'll sell—this ridiculous song. . . has a slight, repulsive beat, etc." The studio audience loved the self-panning routine, and the impact of Paar's literal "kick-off" for the disk, of course, was greater than 10 polite plugs. June Bundy.

STEREO RADIO

Network Wets Feet, Whets Appetites

In all its 18 years in network radio, "The Telephone Hour" probably never sounded as well as it did in its farewell appearance (June 30) when NBC Radio hitched up a limited-network stereocast to launch the first two-channel-sound program in nighttime network history.

Stereo, via AM and FM channels, gave the show a dimension, a depth, and a richness that

made for pleasurable listening and a fine "missionary" job on the stereo concept as far as the general public was concerned.

The 57-piece Bell concert orchestra, under Donald Voorhees, was extremely effective in the brassy "Yankee Doodle" stereopener and presented a satiny sonic panorama later with a medley of waltzes from the oldie musical "Riviera Girl," in which the strings-on-the-

left effect was clearly defined.

Guest baritone Theodore Uppmann contributed four fine vocal offerings, including a selection from an early Massenet opera that suggest a new revival of interest in the operatic medium if the networks start airing live stereocasts.

NBC's engineers and music staffers, who produced the two-channel show on short notice (beating CBS Radio to the draw), deserve kudos for a top-notch job. Certainly, it should whet stereo appetites for more network fare. Charles Sinclair.

OPERA

Time for Outdoor Salmaggi Again

Alfredo Salmaggi's 25th anniversary of low-priced grand opera was celebrated under a full moon at the Triboro Stadium, Randall's Island, N. Y., June 27 to the accompaniment of airplanes, tugboat horns and fireworks. Tho the promised camels and elephants never materialized, there were galloping horses and two noted wrestlers in the Act II triumphal

scene, as well as quasi-hitterbug by the corps de ballet.

Enrico Leide conducted an orchestra that was often together. The 3,000 present were rewarded by some affecting dramatics and frequent securely placed singing tones. Rina Telli's big voice carried well even away from the mike, Carlo Tomanelli exhibited a rich throaty delivery and James Buckley, a last minute sub, had a

rough but well-trained quality, Giovanni Consiglio, tenor making his U. S. debut, combined a warm natural voice with fine technique to come off best.

But Salmaggi must be judged on his own grounds, having created jobs for singers and musicians for 25 years and offered Aidas, Bohemes and Pagliaccis undiluted by snobbery, false glamour or slickness. He brings N. Y. opera at times comical or inaccurate, but it is real the way our jazz is real and our Wagner and Verdi are not.

Bernie Hodes.

REVIEWED IN BRIEF

Toshiko

Japanese pianist Toshiko, who recently signed with M-G-M Records, has opened at the Hickory House, N. Y., for a summer stand. The petite keyboarder plays a lot of piano, pounding the ivories with much power and staying in the cool mood. She is slowly evolving her own style, tho now and then traces of Bud Powell can be discerned. Lass is working with Jake Hanna on drums and Gene Cherico on bass.

(Rolontz)

Moiseyev Dancers

Ed Sullivan did viewers a great service by devoting his hour June 29 to the much talked-about Moiseyev Dancers. The troupe came across brilliantly, with variety both in choice of numbers and

camera shots. The close-ups were illuminating, tho the telecast in general lost some of the spaciousness and burning vitality theater audiences felt. But why carp? It was a stirring video event. And Sullivan's look of fury when a heckler interrupted the impresario's thank-you was a memorable TV moment. (Bernstein)

Naked and the Dead

Paul Gregory's production for Warner Bros. of Norman Mailer's biting war story emerges as a strong contender in the cycle of neo-realistic warm films ("Young Lions," "The Key," etc.) It is big, graphic, action-filled and with nicely drawn characterizations by Aldo Ray, Cliff Robertson and Raymond Massey. "The Naked and the Dead," cinematic tale of island warfare in the South Pa-

cific, has a stirring martial score by Bernard Hermann which is an integral part of the film's punch. But, as with most action pix, it's unlikely to mean much out of context on the upcoming LP.

(Sinclair)

Opening Night

Musical comedy fans can have a field day with Miles Kreuger's new hour-long "Opening Night" series on WBAI, N. Y. Original cast recordings from 1900 to the present are mixed with bright annotations by the host. Premiere included gems like Jolson's original disk of "Swanee" (1919), John Charles Thomas in "Maytime" (1917), Helen Kane in "Good Boy" (1928) and Mary Martin singing "That's Him" from "One Touch of Venus" (1943), Nora Bayes, Clifton Webb and Fred and Adele Astaire also provided fascinating platters.

(Bernstein)

Freed Turns Straight To Lure Adult Viewers

By JUNE BUNDY

Alan Freed's Big Beat

Emcee: Alan Freed. Guests: Chuck Berry, the Four Lads. Producer, Armando Noel. Executive Producer, Milton Robertson. Director, Arnee Nocks. Participating sponsorship, WABD, New York, 5-6 p.m., M-F., EDT.

Alan Freed's new local TV show is aimed at those who nostalgically list Little Richard's "Oh! My Soul" as a "Memory Lane Song." Freed's straight-faced definition of that disk as a rock and roll period piece last Tuesday (1) set the tone for the entire hour. The show represents an attempt by WABD to present Freed in a record-hop format which will please both teen-agers and adults. The kids are neatly dressed and on the quiet side; Freed is positively subdued; and such disks as "Momma Wanta Rock" are followed by dignified plugs for the Lewisohn Stadium concerts.

Freed's fans may go along with the gag for a few weeks, on the reasonable assumption that the recent hullabaloo in Boston necessitates the temporary adoption by their idol of a more sedate format. However, polite rock and roll isn't Freed's forte, and chance are "The Big Beat" won't really start rocking, rating-wise, until it stops trying to sell two generations and concentrates on the one "beat." The high-point of last Tuesday's show was Chuck Berry's exuberant lip-sync vocal on "Johnny B. Goode," and the wide-eyed question-and-answer session he conducted with some of the youngsters in the studio.

The kids were attractive and wholesome looking, but the tepid sessions, which after all are the key element in any TV record hop show, revealed a lack of know-how. A few swinging skills would brighten things up considerably, and give the telecast's stunts—"cheek to cheek dancing," "shadow dance time," etc.—more visual appeal.

Also lip-syncing on Tuesday's show were the Four Lads, who chanted pleasantly their new disk "Enchanted Island," but made a hasty exit when Freed suggested they do a couple of turns around the room with some of the eager bobby soxers in the studio.

Puccini Tops Tchaikovsky In Disk-Oriented Concerts

By BERNIE HODES

More than 18,000 were caught up in a spell of mass hypnosis at Lewisohn Stadium, New York, June 28. It was lyrical magic produced by Puccini, Licia Albanese and Richard Tucker. The soprano has a voice like a 1930 Chanel gown, worn but still attractive because of fine material and workmanship. Her work in "Tosca" and "Boheme" excerpts was infused with exquisite shading and dramatic understanding.

Tucker's mainstay is the beauty of his voice. Where he lacked subtlety and interpretive finesse, he won his hearers by the bigness and bravura of his tones. The pair concentrated on Puccini arias and duets which they've recorded. Response proved both will fill halls and sell disks for a long time. The orchestra was directed energetically by Alfredo Antonini.

An all-Tchaikovsky program Wednesday (2) found the men playing in shirtsleeves and the heat had obviously gotten them down. The general effect of the Pathetique symphony was laggard and restrained. The Romeo and Juliet Overture was also delivered too coolly and chastely by the warm orchestra. The evening's soloist was Ruth Slenczynska, who got in some hot licks on the B-flat minor piano concerto. The former prodigy's technique is excellent and her over-all understanding shows maturity. Her touch, however, was inelastic tho in the second movement she struggled with conductor Pierre Monteux to establish a livelier tempo; but it was a draw.

Dealers can expect her record sales to rise, since her recently-published autobiography, "Forbidden Childhood," is slated to hit movie screens soon. Monteux's baton was unusually reserved all evening, besides the usual al fresco handicaps of lost sonorities and brass-dominated strings, but his waxing of the Pathetique is happily expansive.

Sinatra and Score Glitter in Romantic War Triangle Pic

Kings Go Forth

Stars: Frank Sinatra, Tony Curtis, Natalie Wood. Directed by Delmar Davis. Produced by Frank Ross for United Artists. Music by Elmer Bernstein. July 3, Capitol Theater, New York. Running time, 109 min.

"Kings Go Forth" is one of the handsomest flicks to arrive this year. Excellent direction, performances and background music make it a likely box office click. Frank Sinatra turns in an especially glittering, non-singing job in a sympathetic role. Tony Curtis gives one of his most convincing portrayals, including a stint playing trumpet, while Natalie Wood is equally winning as the heroine.

Elmer Bernstein has provided lovely motifs to enhance the action. Sammy Cahn has added lyrics to one theme, "Monique," now available on Capitol Records by Sinatra. Diskery is planning a release of the fine sound track score, whose worth and critical reviews should create interest for it. Merle Miller's screenplay from Joe David Brown's novel is moving and dramatic.

The story, set in France during World War II, has Sinatra falling in love with Miss Wood, later learning she is a mulatto. She chooses Curtis, who has no intention of keeping his promise to marry her. He's killed on a mission, but Sinatra and Miss Wood are not paired off in the finale. Curtis' hero-heel role is toughest of the three, but he carries it off smoothly. There's an attractive jazz band at work in some night club scenes.

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SORRY**

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MY TRUE LOVE
#462. ON THE
DICK CLARK
SATURDAY
SHOW, JULY 19**



**STREAKING TO
NUMBER 1**

NMC Wants Music Exch'ge Jurisdiction

WASHINGTON — Should the State Department take musical performance out from under ANTA supervision, and turn this side of international exchange over to the National Music Council? Music educator members of the Council think it is high time the NMC became officially designated agency for this work, leaving other forms of exchange entertainment to management of the American National Theater and Academy.

Spokesmen for national music schools and music teachers, have protested that altho NMC has been given a federal charter, the "State Department has blandly ignored the Council" in this important aspect of the President's program for international exchange.

ANTA's music panel includes three officers of the National Music Council: NMC president Howard Hanson; archivist Harold Spivacke, and executive secretary Edwin Hughes.

Other members of the ANTA music panel include Alfred Frankenstein, Jay S. Harrison, Arthur Loesser, Alfred Manuti, William Schuman, John Rosenfield, Carleton Smith, Marshal Stearnes and Virgil Thomson. Department of State has final say on panel recommendations.

A U. S. I. A. spokesman told the Council that ANTA has been in charge sending musical artists abroad since 1953, and it would be "very difficult" to get State to switch the authority to the NMC.

Mercury Sets Uniform LP Tab at \$3.98

CHICAGO—With the ending of its current "Save-O-Rama" sales plan on July 15, Mercury Records announced a uniform suggested list price for all its LP's of \$3.98. This represents a price reduction of one dollar at the former retail level for its classical line, but leaves the tag on popular and jazz packages where it previously was.

Prexy Irving B. Green in a nationwide mailing to dealers dispelled speculation that the "Save-O-Rama" plan would be extended or that it would lead to a general price cut for the line. He urged dealers to use the remaining days of the sale to stock up at the reduced prices.

King, Federal, DeLuxe Add to Talent Roster

CINCINNATI — King Records and affiliates, Federal and DeLuxe Records, have added a flock of new talent to their rosters during the past few weeks. King has signed organist Bob Kames, who formerly recorded for Bally Records. Kames' first King album, "Golden Years," is skedded for release in early August. Milty and Nat, new r.&b. duo, have also been pacted by the King label.

Federal Records has inked Tommy Love, who will record r.&b. numbers. DeLuxe Records, King's other subsidiary label, has added Johnny Darling. Releases by all of these artists are planned in the near future.

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IN THE BILLBOARD

AFM Takes Supreme Court Veto Calmly

HOLLYWOOD—It all depends what side of the fence you're on in interpreting the recent U. S. Supreme Court decision concerning the multi-million-dollar damage suits filed here against the American Federation of Musicians. Even then you can't be real sure. The high court denied an AFM appeal from a California Supreme Court decision, ruling that the Los Angeles Superior Court has the jurisdiction to hear the trials.

The day the U. S. Supreme Court decision was handed down, Cecil Read's Musicians' Guild of America hailed it as a "crushing blow" dealt to the AFM. AFM's recently elected prexy, Herman D. Kenin, took it far more calmly, calling it a "decision that confirms the status quo." AFM attorney Michael Luddy echoed the same feeling, stating: "The AFM has been preparing its legal cases on this basis ever since the recent decisions of the Supreme Court of California. Today's decision, therefore, will cause no change in our plans."

Luddy, two days later, amended his former interpretation stating: "The facts, as now evident in the four-line communication from the court, are simple and direct. The Supreme Court of the U. S. did not determine jurisdiction and did not affirm the judgment of the California Supreme Court in taking jurisdiction. In effect, the Supreme Court advised all of the parties to go to court and try the case before seeking the decisions and ultimate adjudication."

WASHINGTON — The Supreme Court has turned down appeals by the American Federation of Musicians, also record, TV and film companies to deny California court jurisdiction over the case of dissident Local 47 musicians. The musicians have been fighting to halt record royalty and film re-use payments into the AFM Music Performance Trust Fund. Justice W. O. Douglas who heads the Ninth Circuit, which includes California courts, took no part in the decision.

The high court which wound up its docket and recessed for the summer last week (30), denied certiorari, and made no comment on its dismissal of the jurisdiction plea by the union. The AFM had claimed that California lacked jurisdiction because trustees for the Musicians Performance Trust Fund reside in New York.

The decision by the Supreme Court not to deny California jurisdiction at this time does not close the door on future appeals, it was pointed out by AFM counsel Henry Kaiser.

A legal technicality involved enabled the Supreme Court to leave jurisdiction with California courts at this time.

Kaiser said the union "fully expects to win its case" in the long run, but should it lose on the merits

in California, the AFM will again be entitled to try the high court.

A California Supreme Court ruling which reversed lower court and granted jurisdiction had also brought appeal from CBS, NBC, California National Productions (NBC subsidiary), Loew's Inc., Republic Pictures and its Hollywood TV service; Capitol, Decca and Coral Records.) These firms claimed they were under contract to make payments to trustee Samuel Rosenbaum in New York, and might be liable for a second court action in that State.

The U. S. Supreme Court decision climaxes a long legal battle by West Coast musicians which involves four lawsuits, with claims totalling some \$19 million. (Only two actions have been tried so far in California Superior Court.)

The dissident musicians first sought an injunction in 1956 against diversion of the fund to certain re-use fees for music in feature film used on TV, and similar siphoning of an increase in the recording wage scale. They also asked appointment of a receiver for these funds.

Superior Court Judge John J. Ford refused the requests, saying that he lacked jurisdiction since trustee Rosenbaum resides in New York. The California Supreme Court quickly corrected the lower court, and said Rosenbaum could "protect his interest in the property only by submitting to the jurisdiction of the court." (The Billboard, November 11, 1957.)

Pal Label Pacts Mauricio Jara

HOLLYWOOD—Pal Records, Cucamonga's (Calif.) only record company, last week signed a three-year recording contract with singer Mauricio Jara. Among his credits, Jara includes portraying the part of Allessandro in the annual outdoor presentation of Helen Hunt Jackson's "Ramona" at Hemet, Calif., as well as parts in Warner Bros. "Giant," among other film roles.

Pal label is entering its third year in business. It is currently lining up distribs nationally, having concentrated on Coast sales during its first years. It also owns a music firm, flying the BMI banner, Pal-O-Mine Publishing Company.

HOLLYWOOD — Gabby gridder Ronnie Knox, ex-Chicago Bears quarterback and UCLA All-American, will add a disk career to his pigskin laurels. He signed a recording contract with Dooto Records and his initial vocal effort on wax will be "Baby, Play Ball With Me."

Between dickering pro-ball contracts, Knox is currently attending drama school here and receiving his vocal coaching from Curtis Williams, a member of the original Penguins.

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AFM-Diskery Stereo Disk Waxing Hassle Seen in Fall

NEW YORK—A number of interesting changes will be sought by locals of the American Federation of Musicians when contract talks get underway with diskery representatives next fall. Factors involved in the new contract talks will be the effect of stereo releases and their higher retail price on payments to musicians, the matter of tracking and overdubbing on records, and the question of seeking an overall standardized, country-wide scale for the making of demonstration disks, arrangements and copying.

On the question of stereo, it's been pointed out that stereo records normally can be expected to carry a higher retail price than standard and LP's. Stereo tapes, of course, till now, have carried tags as high as \$12.95 and more. The reasoning goes that if diskeries get a higher price for these records and if a monaural disk, stereo disk and stereo tape version of the same performance are all issued, then remuneration to the musicians on the date should run accordingly higher.

The matter of tracking is actually covered in contracts now, but an attempt is expected to be made whereby these provisions will be considerably tighter than before, particularly with regard to such matters as dubbing vocal tracks over an existing instrumental disk. Another consideration here is the matter of, for example, recording a second string, woodwind or brass

section over an existing recording by the same group in order to effect a fuller sound. Here, in effect, there would be two or more performances by the same section on the same recording.

Production Spreads

It has also been noted that records are being produced in more parts of the nation than ever. No longer are New York, Chicago and the West Coast the only disk-

centers. With this thought in mind, there is considerable thought being given to getting standardized scales for demo recording, arrangement writing and copying in the various diskery centers. It's been alleged that one reason for the rise in importance of new recording centers is the fact that musician scales are considerably lower in these areas than in the traditional record-making cities.

There's More Than One Way to Copy a Cat

• Continued from page 1

gumption to try to cover it. However, already there are records out which employ the same gimmick sound of the speeded-up voice, and even using references to the original titles, as in "The Purple People Eater Meets the Witch Doctor." Oddly enough, several records were issued about a year ago, using this speeded-up vocal sound which did nothing at all. Today there is one hit with the gimmick and many can be ex-

pected to take a crack at the same thing.

It's all part of the ever-changing scramble on the single disk front. Record men have apparently come to feel that a direct cover has less of a chance of making it than ever, due to an artist's highly individualized treatment of a piece of material. But in many other ways, they are still employing the hopping on the bandwagon routine in constant quest of the elusive smash.

DISTRIBUTOR NEWS

Jim Winston of Eckhardt and Company, Inc., Pittsburgh, Columbia distributors, reports strong action on "A Certain Smile" by Johnny Mathis. "Enchanted Island" by the Four Lads is also strong. Both items are among the top 10 best sellers in the area. "Baubles, Bangles and Beads" by the Kirby Stone Four is cooking. "Young and Warm and Wonderful" by Tony Bennett is selling well. "Everybody Loves a Lover" by Doris Day is beginning to break. "I Have to Cry" by Frankie Laine is moving. Hottest c.&w. platters are "Invitation to the Blues" by Ray Price and "Stairway of Love" by Marty Robbins, which is still going strongly. Strongest LP's are "Sing Along With Mitch" by Mitch Miller, "S Awful Nice" by Ray Conniff, "Warm" by Johnny Mathis, "Viva" by Percy Faith and the original casts of "South Pacific" and "My Fair Lady." Winston states that he has noticed a definite pick up in singles. LP's have been selling well. The Harmony line is proving extremely successful.

Frank Carroll of McDonald Brothers Company, Inc., in Memphis, lists "Cerveza" by Boots Brown, "Difficult" by Randy Randolph and "Blue Boy" by Jim Reeves as his top new disks. The firm distributes RCA Victor records. "Say" by the Ames Brothers is showing well. "Patricia" by Perez Prado continues to sell strongly. "Blue, Blue Day" by Don Gibson is hot. Perry Como's latest, "Moon Talk," is already strong. Hottest albums for the firm are "Fireworks" by Billy Mure, "Oh, Lonesome Me" by Don Gibson, "Chet Atkins at Home," the sound track of "South Pacific" and Van Cliburn's recording of Tchaikovsky's Piano Concerto No. 1.

Neil Hershman and Eileen Arcuri of Capitol Records Distributing Corporation in Cleveland name "Fever" by Peggy Lee as their most promising new disk. "Come Closer to Me" b-w "Nothing in the World" looks like another "Looking Back." Frank Sinatra's "The Old Song and Dance" looks like a winner. "Angel Baby" by Dean Martin is doing well. Tommy Sands has a hot one with "After the Senior Prom." "Whipoorwill" by Keely Smith is selling. "Ballin' the Jack" by Jonah Jones is getting a lot of air play and is selling strongly. Tony Dalli, new English artist, has promising sides with "If You Love Me" b-w "Just Say You Love Her." Best-selling LP's are "Sounds of the Great Bands" by Glen Gray and His Casa Loma Ork, "Riff Jazz" by Jackie Gleason, "Four Freshmen in Person," "This Is June Christy," "Nearer the Cross" by Tennessee Ernie Ford and "In the Night" by George Shearing and Dakota Staton. "Las Vegas-Prima Style" by Louis Prima is a smash. Loretta Csanyi has been added to the firm in a secretarial capacity.

Allan Ross, Decca Distributing Corporation in Boston lists "Schoolboy Crush" b-w "Borrowed Dreams" by Bobby Helms as Decca's hottest platter in the area. "Ol' Man River" by Earl Grant is big. "Honky Tonk" b-w "Take Me Dreaming" by Werner Mueller's Ork with crazy Otto is selling well. "Two Arms, Two Lips, One Heart" by the Four Aces is strong. Biggest albums are "The Eddy Duchin Story" sound track, "Carnival on the Rhine" by Steinkopf and Werner, "Hits From Hollywood" by the Four Aces, "Dream Time" by Wayne King and "The Versatile Earl Grant." The label's new EP, "When," by the Kalin Twins has been going strongly.

NEW YORK SCENE: Harold Horner of Leslie Distributors mentions several hot items. New platters getting the strongest reaction include "Fever" by Peggy Lee, on Capitol, "Everybody Loves a Lover" by Doris Day on Columbia, "Left Right Out of Your Heart" by Patti Page on Mercury and "Born Too Late" by the Poni Tails on ABC-Para-

(Continued on page 37)

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SHOW, JULY 19



STREAKING TO NUMBER 1

VOX JOX

By JUNE BUNDY

LOWE HITS NEW HIGH: Jim Lowe, WCBS, New York, may very well be the busiest jockey around Manhattan these days. He is currently emceeing his regular local deejay show over WCBS-4-5 p.m. across the board, plus a Saturday afternoon session from 3 to 6:30 p.m. At the same time he is holding down the emcee spot on two weekly CBS network radio shows—"Saturday Night Upbeat" and "The Best in Music" on Sunday afternoons. Recent addition to his schedule is a weekly half hour network TV show, "Sing Along," on Wednesday nights over WCBS.

WAX WANTED: We receive so many "wax wanted" of them we wouldn't have space for any other news. However, every now and then we like to alert the record manufacturers to the situation. So the following are some of

the spinners who have written recently:

Ron Sager, part-time deejay on Armed Forces radio station WCLR U. S. N. Hospital, Camp Lejeune, N. C., writes "We are in desperate need of pop records."... Jack Stockton, WORX, Madison, Ind., pens, "Not receiving the top tunes from small labels."... Haskell Jones, KCMC-TV, Texarkana, Tex., needs "45 albums for prizes" on his Saturday afternoon teen-age show "in exchange for plugs on the program."

Bob Edwards, WCSI, Columbus, Ind., writes "I've seen as many as 10 copies of a new release in a major market station's 'give away at hops' files, while often we get one copy of the same release two weeks late—if we're lucky. It's my opinion that record manufacturers and distributors should clean house on their sample

mailing lists and stop to consider there are good stations that are on the ball in such towns as Columbus, Ind. Wake up. WCSI is just one of hundreds."

Steve Anthony, NEAU, San Ysidro, Calif., asks "How about a helping hand for a deejay on a border station serving Southern California? 'Okie' Bob with seven hours daily of c.&w. music and yours truly, with two hours daily of 'Polka Party,' are both very badly in need of wax."

John Gaboury, KYCA, Prescott, Ariz., reports "I have received wonderful response from letters to Bethlehem and Hi-Fi Records, but at times have written to many other major companies without even a reply. General conclusion: When they see '250 watts' on your station, they figure—no

(Continued on page 32)

ON THE BEAT

By REN GREVATT

In case there are any disk jockeys around who are interested in some summer programming ideas, maybe we can offer a few suggestions. In these spaces, we try very hard to keep track of the unpredictable dipsies and didoes of the record business. Not long ago, for instance, we charted the mass movement or trend of pop music to align itself with activities in and out of school corridors. The conclusion was reached that veritably, there was a whole lot of shakin' going on in the algebra classes, as well as during the recess periods.

Now, the activities have shifted almost entirely to the out-of-doors, this being the summer vacation period, and a whole new flood of disks have come to market in past weeks in what you might call a commemoration of this annual pilgrimage. In a manner of speaking, it's like Hank Williams once put it in his disk of

"Settin' the Woods on Fire." They're pouring out of the schools and making for the woods and the fields and the streams.

Typical of the sentiment might be a record entitled "Three Months to Koll," by Huelyn Duvall on Challenge. There are also two entirely different tunes carrying the title, "School's Out," by the Jaye Sisters on Atlantic and by Bobby Bristol on Paris. There is also the tune, "School Is Out," by Terry Wayne on Trend. Another new one on this kick is called "Bad Summer," by Ronnie Isle on M-G-M. Chuck Berry has another "out of school" type disk in his newest slicing, "Vacation Time." A topic close to the high school heart is "After Graduation," by Frankie Dee on RCA Victor.

Nor is the vacation trend the only notable direction being taken by the disk business

at the moment. It's no secret that novelty records have taken hold. This has already been pointed out in other stories. It's interesting to note however that these records are bringing the pop music world to the level of the six-year-old. "Witch Doctor" and "Purple People Eater," have become standard jargon among grade population. If you don't believe it, ask any kiddie of that bracket if he knows the tunes. This thought has already caused shudders to more than one disk man active in what used to be known as the kiddie disk market.

Another new one is by Jimmy Wakely on the Shastone label. This disk couples "High School Romance," with "Puppy Love," the latter of which at least could be considered close to the concept of a summer vacation romance. Since

(Continued on page 41)

WHEELING AND DEALING

TALENT TIDINGS

By BOB BERNSTEIN

The only man in N. Y. really enjoying the heat is Bill Snyder, composer-pianist who just opened at the Roosevelt Grill as speller for the Lenny Herman Ork. Snyder owns probably the world's only two-tone chamber piano with magnesium strings and built-in air conditioning unit. Worth about \$25,000, the instrument has the resonance of a concert grand, tho' far smaller, and the handmade action is microscopically weighted. The temperature stays at a constant 72 degrees. The result: cool zousic, of course.

Like Liberace, who also owns a \$25,000 piano of all glass, Snyder is a classical student who went pop. A big name in the Midwest and a healthy disk seller for Decca, he terms his current keyboarding "melodic jazz," which includes concert-type compositions of his own like "Chicago Concerto" and "Cafe Conversation."

Cinematters; Peggy Lee is cleffing all the tunes for "The Brothers Grimm" and "Time Machine," upcoming films being produced by George Pal for MGM release. The thrush just finished four songs for

Pal's "Tom Thumb" pic... Elmer Bernstein, who's turning out movie scores at the rate of one a month, will compose and conduct for "Anna Lucasta," United Artists film starring Eartha Kitt and Sammy Davis Jr... Sandy Glass, William Morris Agency titan in Beverly Hills switches to N. Y. and legit... Jack Lemmon will wax a second album for Epic between pics.

NEEDLES: Toni Arden booked into the Copa, N. Y., September 10 for six weeks... Miyoshi Umeki signed for Rodgers and Hammerstein's "Flower Drum Song"... Why doesn't someone etch an LP of Bert and Harry Piel singing beer hall ballads?... Starlet Jeri Archer is touring deejay shows as a living symbol of "Be Good to Yourself Week"... William Morris signed Cathy Carr, launching the canary at Blinstrub's, Boston.

H A T C H E D, M A T C H E D, S N A T C H E D: Lois and Ben Halpern of United Artists have a new son, Andrew James... It's a second child, first boy, for Crossroads TV and Radi-o-zark veepee John Mahaffey and wife... Joe Stamler

of WABC, N. Y., and frau announce their third, a girl... Also at WABC, Lorraine Roberts and Howard Citron tied the knot... MGM is establishing a Ronald Colman Scholarship for young actors in memory of the star... Renee Spector just wed Martin Richman of UA.

"Never Love a Stranger," described by Allied Artists as "the bullets, blondes, booze and blood of the Twenties, raw and violent," has Dorothy Collins warbling the songs... Slick Slavin, who penned the title song for "Speed Crazy," will sing it in the Allied flick... Mitch Miller elected a trustee of Rochester University, his alma mater... Lisa Kirk reopens the Persian Room Plaza, N. Y., September 17... Vic Damone off to England for an eight-week tour... GAC alumnus Bill James named promotion director for Guild Films... Tallulah and Robert Clary duet on Garry Moore's first nighttime telecast in October... Herb McCarthy's, Southampton, L. I., has instituted Dixieland Nights each Monday.

MUSIC AS WRITTEN

By BOB ROLONTZ

LOUIS IN VERMONT

Jazz Festivals are all over the place this summer. Latest one is being held in Vermont tonight (7). It is the Vermont Jazz Festival in Manchester. Louis Armstrong is the star performer and the Vermont Festival backers anticipate a huge turnout. Festival is held under the sponsorship of the Southern Vermont Art Center, a non-profit organization, and all proceeds go into the jazz festival fund to promote more jazz concerts.

A TITLE SWITCH

Due to a conflict with a title of a similar nature, Corvetté Records, which released a record about two weeks ago called "Where's My Little People Eater," informed us that they have changed the title to "Junior, Junior, Junior." We hope this will clear up all the confusion, and we think "Junior, Junior, Junior" is a good title too.

TOO HOT TO HANDLE

Seeco Records has purchased a master with a most intriguing title. It is an LP and it is called "Songs That Were Censored in the Hills." Sid (Hardrock) Gunter is the singer on the waxing. LP was produced by Dickson Hall. Since hill people like their songs unexpurgated it will be interesting to discover what tunes were so peppery that they needed censoring. Or is that title a slight, and salable, exaggeration?

FIEDLER GETS GOLD PLAQUE

RCA Victor presented conductor Arthur Fiedler with a gold plaque to mark the sale of his two-millionth record album. Fiedler is the first Red Seal artist performing today to hit the two million mark. Red Seal a.&r. chief Alan Kayes made the presentation at the opening program of the 30th season of the Boston Esplanade Concerts, which Fiedler himself founded. This year marks Fiedler's 28th anniversary as the conductor of the Boston Pops.

BUT WHAT'S A SQUEEP?

The youngsters are always coming up with new slang words. Some stick and become part of the language, most fade away. According to Dick Clark here are a few of the newer slang phrases now in vogue:

Cube—a square in 3-D. Squeep—a cross between a square and a creep. Brain Bomb—an idea. Fall Out—inspiration. Ripe—okay. Big Bug—popular guy. Pound our flippers—applaud. Are your flappers plugged?—Can't you hear me? You're pretty, ape—You look good. Murder on the ground grabbers—hard on the shoes.

ASPEN FESTIVAL STARTS

Aspen, Colo., is now holding its ninth annual music festival. Aspen clambake is devoted entirely to classical music and features many of the top purveyors of that form. Festival runs for 10 weeks. It started in June and will conclude in September. Festival importance on the classical field has become such that many critics are calling it "The Salzburg of the West."

New York

The Stonybrook Music Festival, which will be held in Stonybrook, Long Island on July 11 and 12, and August 1, 2 and 3, has hired George T. Simon and John S. Wilson to supply scripts and musical routines for the jazzmen that will play at the event. Scripts will be narrated by news vet Norman Brokenshire... Toshiko, Janan's gift to jazz, is playing her singing brand of the stuff at the Hickory House in New York. She is there for the entire summer... Congressman Stuyvesant Wainwright will formally open the Great South Bay Jazz Festival at the Timber Grove Club in Great River, L. I. on Saturday, July 26. Festival takes place under a circus tent, and is being presented by the Friends of American Jazz, Inc., a non-profit corporation.

Warbler Vinnie Monte will cut some new sides for Fargo Records this month... Argo jazz a.&r. man, Dave Usher in New York last week to cut sides with Ahmad Jamal. Argo has added Bill Hopkins to the staff as art director... Jean Bennett returned to the States last week after four weeks in Europe with Buck Ram and the Traveling Platters. She was with the vocal group in England, France, Morocco and Switzerland. Jean moves to New York City in August to make her home there.

Two girls' choruses, the Indiana Home Demonstration Chorus and the Perfect Circle Singing Secretaries will sing at French Lick Music Festival... Carmen McRae and the Randy Weston Trio opened this week at the Village Vanguard in New York. Thrush's appearance follows two other gal singers, Dakota Staton and Anita O'Day... A new group out of Chester, Pa., the Four Stars, cut their first record last week for a Chester label, Kay-Y Records.

Sammy Kaye intends to come back from his summer tour of one-nighters with a good sampling of grass roots tastes. At each ballroom and auditorium, he's collecting ballots of the local votes by preference for such categories as Dixieland Vienna waltzes, progressive jazz, calypso, rock and roll and Latin music... Michael Rann's out of the Army and will resume his career. The young Chicagoan, who had his own KONO-TV show in San Antonio, replaced Vic Damone in the post of "featured singer with the Fourth Army."

Jose Melis just cut his first rock and roll side, "Chopstick Rock," for Seeco. Isobel Robbins and Gerry Mathews, chanters from Julius Monk's posh Downstairs Room, supply the vocal under the name "The Offbeats." Sales manager Abbot Lutz was the a.&r. man... Paul Evans, who penned "When" for the Kalin Twins, is touring East and Midwest markets for his own vocals on Decca's "Oh, No" and "I Think About You All the Time"... Bobby Helms and his newly-formed dance band are combining ballroom dates with plugs for his movie debut in "The Case Against Brooklyn"... Roger (King) Mozzian was tossed a surprise birthday party at the Egyptian Gardens, N. Y. by Decca and his father-in-law, Marko Melkon, also a Decca artist.

BALANCED PROGRAMMING



BEARD AND BOB: "Bandstand" producer Bob Sadoff (right) avoids rock 'n' roll in favor of smooth arrangements batoned by Skitch Henderson (cat with the whiskers) on NBC daytime Music Showcase.

Live Show Is Daytime Lure on NBC Radio

By CHARLES SINCLAIR

Stroll into NBC Radio's Studio 6A in New York any weekday morning after 11:05 a.m. and you'll swear you've jumped back a decade or so in time to radio's "Golden Age."

There, in full swing, is "Bert Parks' Bandstand." For all the world, "Bandstand," with its lively emcee (Bert Parks), its 22-piece orchestra (under the baton of Skitch Henderson), its pair of talented vocal regulars (Dorothy Olsen and Richard Hayes), its star-studded guest list (from Janie Morgan to Al Hibbler) and its slick production, looks just like the big nighttime musical shows with which network radio used to abound.

"We're quite aware we must face daytime competition with local record shows in every city in which we're heard, but we're thriving on the competition," says Bob Sadoff, the fast-stepping young producer and ex-pianist who guides the musical destinies of "Bandstand."

"We try for big-time entertainment values in the daytime," Sadoff adds. "We try to offer the kind of hour-long musical show that deejays, armed with a stack of Top 40 records, can't offer at a local level."

Specials Hype Show

One of the big audience attractions on "Bandstand" is its steady stream of specials, tailored by Sadoff as musical salutes. Recent highlights of the series have included a musical salute to Irving Berlin's 50th anniversary as song clef, a salute to Richard Rodgers, a nostalgic trip to the Golden Age of vaudeville with guest stars Blossom Seeley and Benny Fields, and an excursion, tailored for housewife listening, into the field of jazz.

But "Bandstand" specials are a form of star-studded frosting on the musical cake.

The basic show is built around current pops and standards—what Sadoff terms "the kind of music people want to hear, the way they want to hear it"—with a maximum of fresh-sounding Skitch Henderson arrangements and a minimum of verbal yakking. The average "Bandstand" show has as many as 14 musical numbers in its 55-minute run, with a good balance between instrumental and vocal, old and new, uptempo numbers and smooth ballads.

"Bandstand" is not a live juke box; we would be defeating ourselves if we tried merely to duplicate a record program," Sadoff cautions.

New Horizon: Stereo

Sadoff and his production staff, with NBC Radio chief Joe Culligan's blessing, have lately begun exploring a new area of programming: the thematic special event.

"We tried it out recently with a show we called 'Outdoors USA,'" explains Sadoff. "It was a show built around the idea of going on a picnic. The listeners ate it up, and our sponsors loved it. The songs all related to each other, and the general idea of a family on a picnic, including the problems of getting a picnic organized. We also tried it with a show called 'Around the World in Song,' with Teal Joy as a guest star."

The "Bandstand" series is also pushing its way musically thru another sound barrier: stereophonic broadcasts. Last Tuesday (1) the show became the first radio network daytime to air a multi-city hook-up in stereo sound, piping its pop selections via AM-FM NBC outlets in New York, Chicago and Washington. "And," says Sadoff, "that's just the start."

KDAY Debts New Wax Test Plan

HOLLYWOOD—A plan whereby a station can achieve the three-fold purpose of providing the disk biz a means of testing product and boost its revenue while combating the payola evil was inaugurated last week by Station KDAY.

Each week KDAY will break into its "Voice Your Choice" (i.e., list of favorites as phoned in by listeners) formula long enough to make time available for three test records.

The station will air each test record eight times per day, seven days a week. A recording can only be so tested for one week after which it will be aired only if requested via the "Choice by Voice" system. For the service of product testing, KDAY charges the distributor \$225.

According to the station, every industry has its methods of pre-testing product with the exception of the record business. As a result of the test record plan, a record company will soon know whether its release has the necessary public appeal ingredients to warrant substantial exploitation in other markets. The first week Pacific Record Distributors took the maiden voyage with "Soon I'll Wed My Love," Laura Lane on Corvet, and "A Thousand Dreams," Bobby Heuricks on Sue Records.

If the test record test proves successful in the LA market, it will be launched on KDAY's New York sister station, WINS.

Record test plan does not interfere with the station's continuing policy of introducing new releases to its listeners. Last week, the station logged 34 new disks played for the first time on its airwaves. Difference between normal introduction of new releases and the test plan is an organized exposure of the test record on an eight-plays-per-day, seven-days-per-week basis.

Labels Add to Class Staffs

NEW YORK — Two labels, Kapp Records and Audio Fidelity Records, both added classical artists and repertoire men to their staffs this week.

At Kapp, the new a.&r. man is Randall (Randy) Wood, not to be confused with Randolph (Randy) Wood, head of Dot Records. Kapp's Wood, prior to his new appointment, was associated with Liberty Music Shops, Times Columbia and Folkways Records and at one time operated his own retail record shop.

Audio Fidelity appointed world renowned violinist, Emanuel Vardi to its classical post. Vardi is known for his disks on numerous labels and as a prominent arranger and conductor.

Bradford Sues Leeds Music

NEW YORK — Perry Bradford thru his attorney, Richard L. Baltimore Jr., filed suit against Leeds Music in Supreme Court here last week, seeking a temporary injunction restraining Leeds from publishing and licensing 12 of Bradford's songs without the latter's permission. Bradford claims he had not assigned the tunes to Leeds.

Songs include the blues, including "You've Been a Good Old Wagon," "Make Me a Pallet on Your Floor," etc.

AUDITION
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IN THE BILLBOARD

The Billboard Weekly Index RECORD SALES IN RETAIL STORES

As Measured Against Average Weekly Sales, June-November, 1957
Based on The Billboard-NYU School of Retailing
Continuing National Study of Retail Record Sales



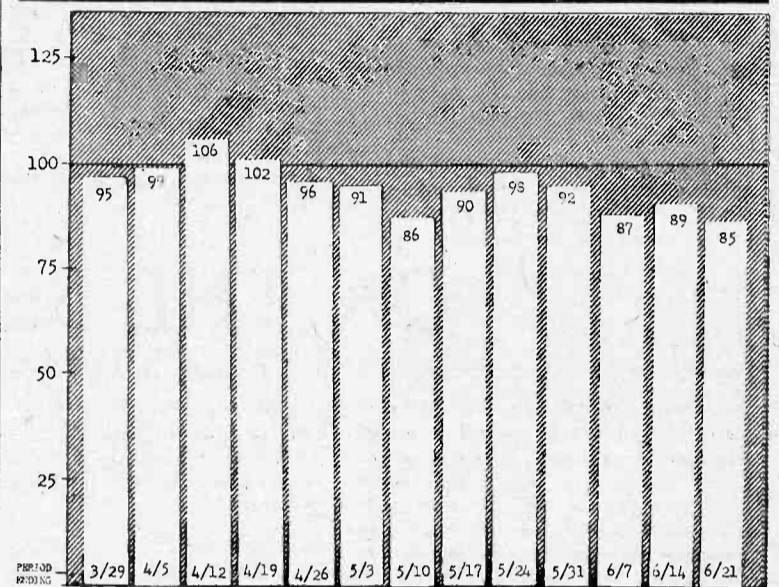
Total unit record sales for the one-week period ending June 21 dropped to their lowest level of 1958. The previous low, just one percentage point higher, was recorded six issues ago and covered the period ending May 10. It is interesting to note, however, the different ingredients that make up these two lowest figures of the year. Six weeks ago, there wasn't one speed at or over par,

whereas currently there is one speed (LP's) at par, one (45 EP unit sales) over par, and two speeds (45 and 78 singles) under the par line.

While the period ending May 10 indicated all speeds off as compared to the June-thru-November, 1957, period, the current figures show a solid jump in EP's, LP's and 45 singles holding their own, and 78 singles way off.

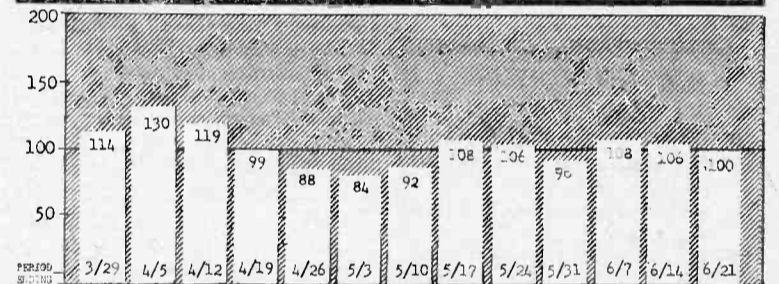
TOTAL UNIT RECORD SALES

100 EQUALS AVERAGE WEEKLY SALES/JUNE-NOVEMBER 1957



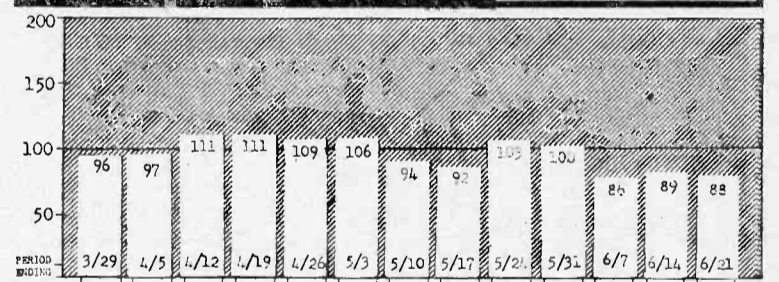
33 1/3" - 12" UNIT SALES

100 EQUALS AVERAGE WEEKLY SALES/JUNE-NOVEMBER 1957



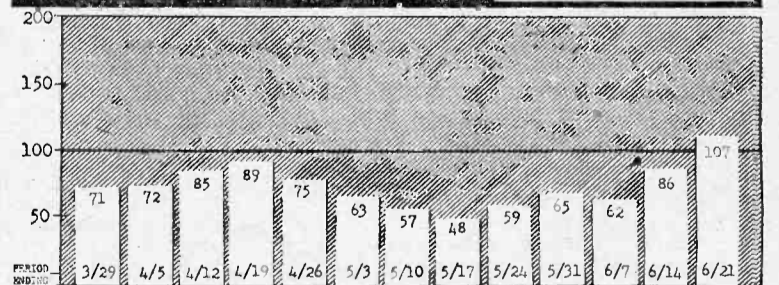
45 SINGLES UNIT SALES

100 EQUALS AVERAGE WEEKLY SALES/JUNE-NOVEMBER 1957



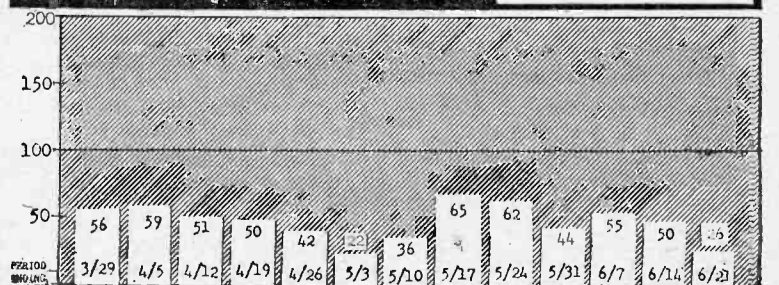
45 EP UNIT SALES

100 EQUALS AVERAGE WEEKLY SALES/JUNE-NOVEMBER 1957



78 SINGLE UNIT SALES

100 EQUALS AVERAGE WEEKLY SALES/JUNE-NOVEMBER 1957



Progress Via TV Film Deals

• Continued from page 4

side in the contest between the AFM and the dissident L. A. musicians under Cecil Kenin. Kenin said he harbors no bitterness toward the splinter faction in L. A., and would welcome the West Coast musicians back, if they want to come, when the dust settles in the civil strife.

However, Kenin said the dissident faction has had open forum in the union at all times to bring their case to the membership, but "failed to convince us of their beliefs, and were too impatient to go thru regular procedure."

Kenin said he "felt most strongly" on the splinter faction charge that local membership in the union is largely made up of part-time or non-pro musicians, or pros who are unemployed. Kenin said the very sacrifice of local membership in agreeing to a national wage scale for recording put the L. A. musicians in their present stronghold.

Before the establishment of the national wage scale, local unions could set their own recording rates, and undercut the rate of the big-

city members, luring recording money with bargain rates. When the locals agreed to a national scale, "it was a sacrifice that put many of them into taxis and behind counters today." Recording could concentrate in L. A. and New York, when localities offered no bargains, Kenin pointed out.

Also, it was the strength of the full union that gave the L. A. musicians "guaranteed annual wages," and shorter hours, said Kenin, to such a point, that "many of the L. A. musicians, the top professionals, are in side lines, running taverns and real estate firms."

Record Kills Employment

Kenin reminded the press that "the record itself kills employment for the live musicians." These recordings, which act as a weapon against the very musician making them, ultimately supply the bulk of profit in the music industry today.

"So it is only logical for a percentage of that money to go into a fund for keeping music performance and musicianship alive."

Sam Jack Kaufman, president of the Washington local of AFM, and formerly an outstanding bandman here who has played for Presidential inaugurations, said: "Records put me out of work. There is not now in Washington one single staff musician. But that does not mean that Washington musicians are less skilled or less capable than the West Coast musicians."

Asked about federal subsidy, Kenin said: "I'm not afraid of that idea in the least. We are long overdue here for government subsidy of the arts. Our funds go overseas and are used to help them maintain their cultural standards, while in the U. S., an artist like Cliburn has to go to Russia to find recognition back home."

CRDC Switches

• Continued from page 4

bolo, who resigned to join the sales corps of the Warner Bros. label.

In becoming sales head of the Memphis branch, Baker moves over from the sales rep slot which he held at CRDC's Charlotte, N. C., branch. He came with the Cap distrib corporation after six years in the movie distributing field. He replaces Dick Blase, who resigned the Memphis post.

August J. Martorano was promoted from assistant operations manager at CRDC's Los Angeles branch to operations manager at its Seattle office. Other promotions included Robert H. Wolff to operations manager at the Minneapolis branch from assistant operations manager at Chicago; appointment of Norman J. Lynch to operations manager at the Baltimore branch to succeed Gordon Furman, recently named director of the personnel department at Capitol's Hollywood headquarters. Wolff replaces Gene Benson, who had resigned.

Chess Singles

• Continued from page 4

policies, Chess said, is that under the 6½ per cent return, the hit appears to build a little more slowly because distributors and dealers load up more cautiously. However, in the end, this is a safer state of affairs, he asserted, and if the hit is in the groove, its total sale will be the same either way.

Chess emphasized that his distributors never came up with the squawks that were anticipated in many quarters, but instead seemed relieved at the return to the tight guarantee policy.

Nip Disk Front

• Continued from page 4

its financial mess and resume operations under ex-president Ishii.

New company on the scene here is Nippon Polydor, newly established by execs of a former company of the same name. The matrices, debts and all property of the defunct Polydor label had been assumed by the current Nippon Gramophon Company, an affiliate of Deutsche Gramophon, Polydor and Coral. Nippon Gramophon, however, apparently failed to acquire title to the name "Polydor" and the Government permitted the formation of a new company bearing this name.

Meanwhile, a spokesman for the new Polydor label maintains that his company still has the contract with the Deutsche Gramophon firm for 30 years since the original contract was to run for 50 years. However, this firm has no right to use the Polydor trade mark which is now owned by Nippon Gramophon. The new company apparently hopes to get some publicity value out of the Polydor name. "Anyway," according to one observer, "The story is very confusing."

On another front here, the Mazda Laboratory wing of Toshiba Electric Company, parent firm of Angel and Capitol, has developed an anti-static material for use with LP's. According to one report, current LP's "have 1,000 to 2,000 volts ordinarily and when rubbed they generate over 5,000 volts, dangerous enough to even spark besides causing dust stick-to." Price of LP's pressed with the compound will be increased about 10 per cent.

Co-Star Disks

• Continued from page 4

She also gives the readings her usual touch of tongue-in-cheek sauce which should relax nervous players. Sir Cedric Hardwicke's work on "Macbeth" and "School for Scandal" has great style, too.

For buyers who may see only a one-evening bout with these albums, the suggestion should be made for a little original writing or rewording. The scenes can be made personal, hilarious, naughty or bizarre by editing. Of course, a tape recorder is a huge help, especially at a party where everyone wants to hear the results of the other guy.

The pauses for the civilian's lines are frequently too long to give the complete scenes any pace, especially since most of the stars clip along briskly. Maybe most people need a lot of time, but this ham couldn't wait to get a speech out and had plenty left over.

YOU ACT SCENES OPPOSITE GEORGE RAFT (1-12"). Co-Star CS 104. SIR CEDRIC HARDWICKE, CS 106. BASIL RATHBONE, 107. VIRGINIA MAYO, CS 108. TALLULAH BANKHEAD, 109. PAULETTE GODDARD, CS 111. PEARL BAILEY, CS 114. Bob Bernstein.

Fullbright Bill

• Continued from page 4

dentially appointed (and not to be confused with present federally chartered National Music Council) would administer the funds collected.

Member organizations of the NMC have been urged to study the bill and forward their opinions to legislators. Fullbright bill is with the Senate Judiciary Subcommittee on Patents and Royalties. No action in the way of considering hearings for the bill has yet been taken, committee staffers report.

May Study Foreign Canneries

• Continued from page 4

tee making the study would be given power of subpoena, and would hold hearings this session, during or after House adjourns for recess. Committee would recommend whatever law changes it felt would help American musicians who have suffered from production of music-tracks abroad for use in American films.

The foreign-made music track has "all but blacked out the employment of American musicians in the production of filmed entertainment," said Thompson.

'Species of Fraud'

Senator Morse said use of the foreign tracks and music-library bits snagged from old foreign films, by the film producers, constitute "species of fraud," on the American public. The public has no way of knowing that the foreign-made product back-grounds one presumably all-American made.

Morse also scored the film producers in the current musician strike. Film producers "deny jobs

to American musicians and break their lawful strikes" thru the use of inexpensively imported foreign-made tracks, said Morse.

Morse wanted it clear that while AFM had a right to object to the fraudulent aspects, there are no objections to straightforward importation of foreign culture. "Neither Mr. Kenin nor I seek by this investigation to impose any limitations on the free exchange and trade of musical products," said Morse.

In the TV field, Representative Thompson was told by Kenin that more than 95 per cent of all film for TV last year substituted the cut-rate foreign track for the services of American musicians. (Kenin's all-out crusade to sign TV film makers to use live music in place of canned is making inroads on this situation. (See separate story.)

Thompson also quotes a survey of AFM Film Council which showed a total of 314 American film features made abroad in 1957—up from 19 in 1949. A high of 55 films were recorded abroad in 1955, the survey reported.

Stereo Disks

• Continued from page 3

ing greater stress on records than ever before. Here again the easy handling of the disk, etc., has made them better items for chains than the old shellac records used to be. And the introduction of the low-priced LP by indies and majors has made the chains, drugstores and supermarkets vitally interested in having this type of merchandise in their stores.

There are many who claim that the great expansion of record outlets over the past 10 years has hurt the dealer. And there are many who take a contrary view. The truth of the matter seems to be that the fringe dealer has been hurt and the wide-awake up-to-date dealer has actually expanded his business during this 10-year period while the disk business itself has grown. The discount houses are a greater threat to the dealer than the additional outlets.

It is expected that the stereo disk, like the other new developments before it, will also add to the number of outlets selling records, just as it has already started to do. Camera stores that carry tape machines, for instance may be another market for stereo disks and stereo-tape players, for instance. Each new development in records appears to create its own new market.

Bigger Than Ever

• Continued from page 3

representatives from over 50 stations in all parts of the country were here, too. They made tape interviews with many of the performers and listened to the concerts with an eye toward their own programming. As in other years the Voice of America covered the event and much of it will be broadcast over VOA stations. Record company execs from Atlantic, Columbia, RCA Victor, M-G-M, Mercury, Chess, World Pacific and many others were accounted for.

The majority of the attendees were in the 18 to 30 age brackets with most of these of college age. They came from the east in the main but there were license plates from States as far away as Texas and California. The concert was off the nut for all costs before it started on July 3, via advance ticket sales and the talent costs picked up by the record firms. Altho the final tally was not in as The Billboard went to press it was believed that the total attendance was over the 50,000 record set last year.

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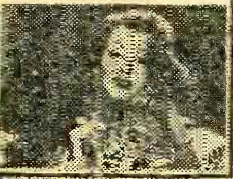
THE RECORD ACTING GAME



GEORGE RAFT
CS-104

CO ★ STAR

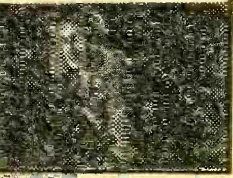
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ARLENE DAHL
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VINCENT PRICE
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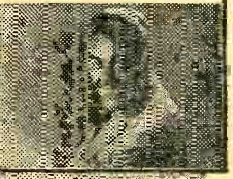
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"SLAPSY" MAXIE
ROSENBLOOM
CS-115

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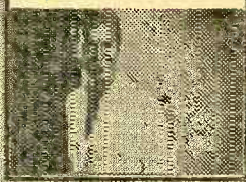
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CAESAR ROMERO
CS-101

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FERNANDO LAMAS
CS-102

CO ★ STAR

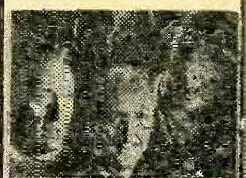
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JUNE HAVOC
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BASIL RATHBONE
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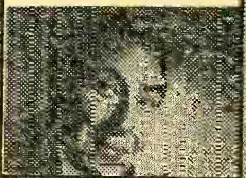
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Motorola-to-RCA Victor: 'Let's Get Going on Tape Cartridges!'

Phono Firm Debts Tape Cartridge Console for Distributor Peek

CHICAGO—Motorola has become the second firm to hop in stereo's newest bandwagon—magazine-loading tape cartridges—and is now showing distributors the prototype of an assembly-line console equipped with a tape cartridge deck that will play the RCA Victor stereo tape magazines.

The project is still largely under wraps; Motorola execs admit however they are ready to join Victor's stereo tape parade as soon as RCA formally debuts its new method of tape playback on the consumer market.

The same execs add that the Motorola stereo cartridge tape deck will not be a part of the line due to be previewed by the public at the upcoming NAMM convention July 21-23 in this city.

Causes Stereo Stir

However, Motorola's new unit is causing a real stir at the distributor level. It virtually serves a "Let's-Get-Going" notice on RCA Victor, which has been moving cautiously on the release of its four-track tape

cartridge recordings, pending final "freeze" of manufacturing details of a production model playback.

And, Motorola has taken a lot of play away from the regular home tape playback manufacturers like Bell, V-M, Webcor and Revere, who have yet to preview a consumer unit designed around the RCA tape cartridge. It's even being rumored that Motorola is mulling an automobile version of its stereo tape cartridge unit.

Oddity of the situation is that Motorola has no link (unlike RCA Victor and Columbia Records) to the manufacture and sale of rec-

ords or tapes in any particular process, and is not pushing the RCA development because of royalty interest.

Large Phono Line

Stereo cartridge or no stereo cartridge, Motorola will have plenty of other items to show both stereo and monaural-minded visitors to the forthcoming NAMM meeting.

Motorola's 1958 disk and tape playback line is the largest and most expansive in the Chicago firm's history. For the first time, Motorola is selling two manually

(Continued on page 14)

HI STYLE HI-FI

Webcor '59 Phono Line Goes Classy

NEW YORK — A brand new Webcor phono and tape recorder bowed before Metropolitan New York and New Jersey dealers here last week. The showing was held in the plush ballroom setting at the Sheraton East Hotel, an appropriate setting for a line distinguished this year by highly styled cabinetry. The other major feature is the stereo emphasis given the middle and top of the line.

Exclusive Features

In their approach to stereo, Webcor has developed several exclusives. One is the special circuitry designed to re-route the bass fundamentals from one channel to another. Webcor calls this circuitry the "High-Fonic Frequency Distribution System." The use of the "High-Fonic" circuit permits the use of a small speaker for one channel without the loss of any bass response. Its purpose is to permit the purchaser to save space ordinarily used for a larger speaker and enclosure but without loss of bass response.

Another exclusive Webcor feature is the new stereo "Disk-changer." It is used on all monophonic and stereo phonos. Besides being highly styled, the mainplate of the changer is designed with "anti-rumble" ribs to absorb vibration and cut down rumble. Stereo

disks, in particular, are susceptible to rumble.

Webcor last year introduced an "Aural Balance" remote control unit for its stereo tape units. This control permitted the user to even up the volume on the separate stereo channels from the comfort of an easy chair. The remote unit is equally effective with disk stereo and so Webcor has included it as a feature in the console end of their stereo phonograph line.

Product Groups

The total comprises four product groups:

There are seven basic portable models in various colors and finishes. They range in price from \$64.95 to \$159.95.

Nine basic models make up the console groups. They are available

(Continued on page 14)

Bogen Wins a Design Award

MILAN, ITALY—Bogen's high-style audio equipment is winning international recognition here, having bagged one of the two gold medals awarded to United States entrants in the industrial product design competition at the Eleventh Triennale here.

An international jury, making selections from products of 20 nations, gave the award to the Bogen LX60, a de luxe 60-watt public address amplifier. The only other U. S. firm to score was Kodak, with its K-100 turret movie camera.

ROUND TWO ON PICKUP HASSLE

NEW YORK — Hottest hassle in audio since the days of arguments over pentodes-vs.-triodes in amplifiers, and stacked-vs.-staggered heads in tape recorders continues to be the argument surrounding three-terminal and four-terminal stereo cartridges.

Having reported on the initial round of discussion, The Billboard will cover the latest happenings in this important-to-the-dealer situation in a story planned for next week's issue. The problem, incidentally, has even become international.

MEN-FROM-MARS ORSON AROUND?

NEW YORK—Latest gag in audio circles, as relayed by 20th Century-Fox's steam-heated flack, Jack Brodsky:

A Purple People-eatin' Martian alights from his flying saucer on 42d Street, and goes into a real tough bar. He spots a gaudy new stereophonic juke box that's a Technicolored dream of pink lights and chrome.

The Martian goes over to the juke box and, in a sympathetic tone, asks:

"What's a nice kid like you doing in a place like this?"

SALES OPINION

Says Stereo Kits 'Penalize' Phono Buyers

MICHIGAN CITY, Ind.—No attempt will be made, for the present at any rate, by Elco Electronic Sales to offer a stereo conversion kit for its Mitchell line of medium-priced phonos, officials of Elco revealed here.

"Mitchell offers its stereo versions to be purchased alone or in combination with remote speakers for stereo listening," says Herb Kahn, who heads national sales for the Mitchell units. "Rather than

(Continued on page 14)

Four New RCA Pentodes Are Stereo-Slanted

HARRISON, N. J.—A quartet of new miniature tubes, designed primarily for their use as high-power output pentodes in low-priced stereo phonos being developed by many major firms, is being launched by the RCA Electron Tube Division.

"Growth of interest in stereophonic instruments was a factor which made this new family necessary," says John B. Farese, manager of RCA's Entertainment Tube Products Department.

"The basic tube complement for an inexpensive stereo unit with a wide range tone control system can be provided by only four 50EH5's and two 12AX7's."

A feature of the tubes—registered as RCA 6EH5, 12EH5, 25EH5 and 50EH5 — is said to be unusually high power sensitivity at low supply voltages. RCA is particularly bullish about the 50EH5's use in circuits of 4-tube and 5-tube ac-dc radios.

Among the features of the new tubes which RCA feels will make them attractive to dealers, phono repairmen, and manufacturers:

Grid structure providing high sensitivity; unique use of beam plates; and high turns per inch and heavy side rods in the grid structure. Very critical factory tests for gas and leakage contribute to the reliability of the tubes, says RCA.

PHONOLAS LATEST

At Last!—Stereo For Only \$89.95

ROCHESTER, Minn.—A major breakthrough has been scored in the field of low-priced stereo phonos by one of the oldest companies in the field, Waters Conley.

Two stereophonic units, one due to retail at \$89.95 and the other priced at \$119.95, are about to be marketed with the Phonola trademark, with others due later.

The Conley firm has been holding back on announcement of the two stereophonic models (termed, inaccurately, as "binaural" in a press handout from the firm's flack counsel) until other major lines got off the ground "so as not to become lost in the maze of showings."

Speakers in Lid

Phonola is managing the trick of two-channel loudspeaker stereo by a fairly ingenious design trick. There are two four-inch loudspeakers

for Channel "A" in the front end of the \$89.95 model 2568, and two more matched speakers, fed via cable by the output of the dual-channel amplifier, in the detachable carrying case lid (see photo) for Channel "B."

The more expensive unit, Model 1758 at \$119.95, is basically similar, altho with separate bass and treble controls on the amplifier, and larger speakers.

NAMM Showcase

According to Howard Kavin, sales manager of Waters Conley, the low price of the unit makes this latest and greatest development available to every income group.

Kavin also stated that both new stereo phono models "will be displayed and demonstrated at the NAMM convention along with other Phonola models."

DUMONT DEAL

Emerson Buys DuMont TV, Phonos and Name

NEW YORK—Emerson Radio and Phonograph Corporation has bought the DuMont consumer products division. The purchase involves TV sets, phonos and high fidelity and stereo instruments. It also releases the DuMont name to Emerson for use in connection with home entertainment instruments.

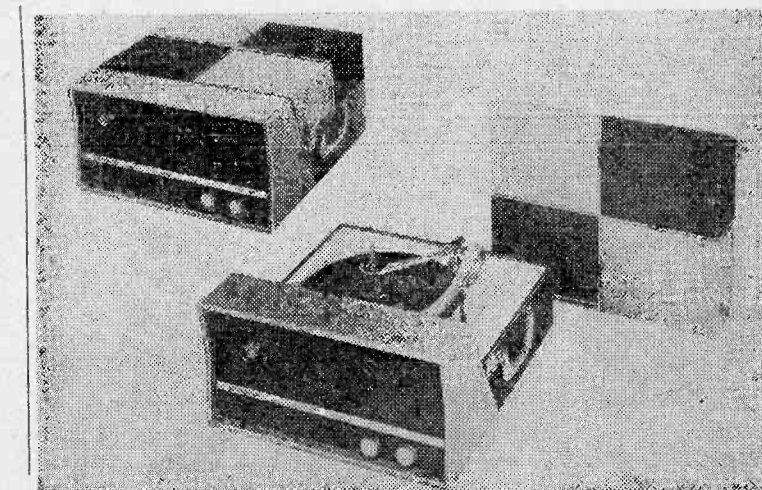
In making the announcement, Ben Abrams, Emerson topper, said that the agreement turns over to him all tools, dies, molds and other manufacturing equipment associated with consumer products. The contract also provides for a royalty free license under DuMont patents for these products.

Abrams said that the DuMont line will be merchandised separ-

ately from Emerson. He also said that DuMont personnel will be maintained to insure continuity in the sale and production of DuMont products.

The new corporation will be known as DuMont Television and Radio Corporation and Abrams will be president.

What of DuMont? Its founder-president, Dr. Allen B. DuMont said the sale to Emerson will provide cash necessary to development of other areas of his firm. DuMont is busy with many industrial and military product lines. The company wishes to solidify and strengthen its position in scientific and industrial electronic fields.



HULLABALOO?

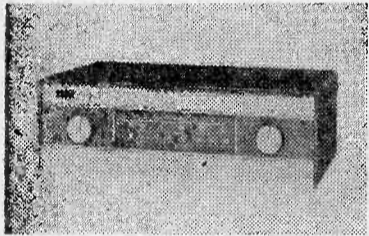
'Stereo Disks Fail to Impress': Emory Cook

STAMFORD, Conn. — Latest out to sound a warning in the stereo field is none other than one of its pioneers, Emory Cook, who

New AM-FM Tuner Widens GE Audio Line

AUBURN, N. Y. — The sixth General Electric audio component to make a 1958 debut will be a new AM-FM tuner, due to be launched in September and priced at \$129.95.

With an eye on the stereo future, the model—termed the FA-11 in russet leather vinyl and the FA-12 in willow gray vinyl—will have an FM multiplex jack, for reception of FM multiplex stereocasts with addition of a special adaptor.



According to GE, the tuner will feature high quality audio performance and trim, modern cabinet design, for compatibility with virtually any hi-fi amplifier.

Some of the tuner's features: FM sensitivity of five microvolts for 30 db quieting; AM sensitivity of 200 microvolts per meter for a 20 db signal-to-noise ratio; FM maximum deviation sensitivity rating of five microvolts; automatic frequency control; built-in dual-purpose tuning meter for AM and FM; folded dipole FM antenna and built-in ferrite rod AM antenna; the modern "flat" silhouette for easy matching with other components.

The tuner, GE's first step into this field, is the sixth audio item to be launched since the first of the year. The others, so far, include a new magnetic stereo cartridge, a stereo-monaural tone arm, a complete bookshelf speaker system, a kit version of the speaker system, and the EQ-1 equipment cabinet series.

Rigo Skeds 15 Hi-Fi Shows For Consumers

CHICAGO — Fifteen consumer hi-fi shows are on the 1958-'59 calendar of Rigo Enterprises, Inc., in as many cities.

Each show is scheduled for Friday thru Sunday to encourage maximum attendance, and in each city arrangements are being set for special hi-fi sections of daily papers as well as radio-TV coverage, it was pointed out by Harry Goldsmith, president.

In the two past seasons, the Rigo firm has put on more than 25 such expositions.

The upcoming schedule includes Albany, N. Y., September 5-7; Syracuse, 19-21; Rochester, 26-28; St. Louis, October 3-5; Cincinnati, 10-12; Detroit, 17-19; Omaha, November 7-9; Kansas City, 14-16; Seattle, 21-23; Minneapolis, January 9-11; Indianapolis, January 30-February 1; Denver, March 6-8; Baltimore, 20-22; Pittsburgh, April 3-5, and Buffalo 10-12.

decried the "high-level hullabaloo" over stereo waxings last week, and says he's "unimpressed" with them.

"The stereo disk medium has saddled itself with some basic limitations," he says, "notably its built-in poid distortion and its inability to reproduce clean highs."

Cook likens the current 'whoop-doodoo over stereo to the case of Britain's ill-starred Comet jetliner, which was rushed into production—and rushed right out again.

"The British," says Cook, "had to withdraw their product and go back to piston-engine transports. Here, we are faced with the U. S. mass market—the ear-borne public—which has been conditioned by industry's own admen to believe that the 'new' product is necessarily the 'improved' product, making the 'old' obsolete.

"As record companies launch the stereo disk, with its coterie of unsolved problems, they run the risk of scuttling a highly refined product—the long-playing record."

Cook, however, is not one to buck a popular trend, altho he feels that the two-channel platters "can hardly equal the quality of stereo tape or a good standard monaural LP."

His record firm is about to launch a new stereo disk sampler, "Cook's Tour of Stereo," priced at \$3.98 and containing what's described by Carter Harman, the la-

NEW JAPANESE PRINT: VOICES

YOKOHAMA, Japan — A machine that "prints" sound of human voices on sheets of paper is being perfected in this country by a Japanese professor at Tokyo Technical University.

Termed "Synchro-Reader," the machine uses paper impregnated with a special printing ink containing magnetic oxide, and can turn out copies for as little as 1.4 cents to 2.8 cents (U.S.) per copy.

The firm developing the printing ink, Dai Nippon Insatsu, expects to put the device on the market this fall, and may attempt to develop "papers and magazines with recorded human voices."

bel's a & r. man as "a rich sampling of Cook's real-life stereo travels," ranging from Mexican marimbas to New Orleans Dixieland, and including such stereo-voiced tidbits as a pair of howling cats (the real kind) on a back fence.

"All of this is authentic stereo," says Cook's Harman. "There is no 'hole in the middle,' as may be heard in so many releases by inexperienced producers, and there is no phony stereo effect achieved by doctoring a standard monaural record."

STROMBERG'S \$21 KIT AT NAMM

Dirm Also Debbing Consoles, Satellites, and Small Speakers

CHICAGO — Stromberg-Carlson will be putting emphasis on both monaural and stereo equipment at the upcoming NAMM show, with a highlight of its new offerings for 1959 being a \$21 conversion kit designed to "enable dealers to convert to stereo the monaural equipment which their customers now own."

At the same time, Stromberg-Carlson execs feel the SCK-2 Stereophonic Conversion Kit will aid dealers in selling "new monaural equipment with the absolute assurance that it can be converted to stereo operation at any time with a minimum of added cost."

"The sudden interest in stereophonic sound poses no problem with Stromberg-Carlson high-fidelity equipment," says Stanley E. Guzy, the sales manager of the firm's consumer product line, "as all models produced in the past five years can be readily converted to a stereo system."

New Stereo Units
Two phono consoles, both de-

signed for two-channel sound, will be shown by Stromberg-Carlson at the NAMM meet, along with the "Stereo Mate" combination amplifier-speaker satellite unit.

First of the new phonos is the "Mardi Gras," a low-priced console unit featuring a sliding panel door that is reversible to allow finishing in a room paint or fabric. Priced at \$199.95 in mahogany, it has a 15-watt (peak) amplifier with full tone controls, two nine-inch oval woofers and a three-inch tweeter, and a stereo-wired changer.

The other phono is the "Eldorado V," selling at \$339.95 and featuring a 32-watt (peak) amplifier, a stereo-wired Glaser-Steers changer, full tone controls and rumble filter and a three-way speaker system.

"Satellite" Channel
Neither of the two units is equipped to play stereo records without further additions, altho the changeover has been simplified. Stromberg-Carlson, of course, is
(Continued on page 14)

COMPONENTS MERCHANDISING

The Big New-Home Market Is Fertile One for Hi-Fi Sales

By RALPH FREAS

Get out your prospect list for high-fidelity components. If they aren't already on it, write in the name of local architects, real estate contractors and builders. The new home market is one of the hottest for the sale of complete high-fidelity installations.

Thumb thru recent issues of House and Home, monthly magazine in the home building industry. You'll find at least four manufacturers of complete music and intercom systems advertising to the building trade.

Nutone, Inc., for example, says that its systems "are now one of the most wanted features in new homes."

The Continental Manufacturing Company quotes a prominent architectural firm as saying that "modern families (desire) the convenience of easy communication . . . and the pleasure of background music during the day."

The Talk-A-Phone Company doesn't mince words. In a prominent headline they case their case thus for a combo radio and intercom: "Sell more homes with the new Talk-A-Phone."

The Rangaire Company also takes the hard-sell line. "The Rangaire excites your buyers room by room as they walk thru your home."

Builders Pre-Sold

Ads like the above have been pre-selling the building trade on high-fidelity installations. Many builders have had experience with music systems and are receptive to the idea of including them in current home construction. They know that even the cheaper systems are an important plus. In some cases, they clinch the sale.

It's important to recognize that the manufacturers who go after this market do not stress sound quality in their systems. Actually, the systems are quite simple. They comprise, in deluxe models, a master AM-FM receiver with small speakers in all important rooms. Basic systems are AM only. All, however, are equipped with simple intercoms. None mention record players.

To the hi-fi-conscious public, the packaged music systems leave something to be desired. It's safe to say that, if the new home buyer had a choice of systems, he would probably settle for something a little better than AM radio with extension speakers. There is, however, a distinct advantage to the builder or architect in using these systems. They are specifically designed for new home installations and a "rough" carpenter and electrician

has little trouble putting them in. But, above all, they are easily available. Their manufacturers are aiming specifically for this market and are connecting hard. If a builder cares about putting in a custom high-fidelity installation, he has to go out and search for the person who will do the job to his satisfaction. He's much too busy with sewers, inspections, credit and banks, and sundry other things to bother about it. The dealer who wants to sell the installation has to go to the builder.

Selling a System

The dealer who sets his sights on this home market has to be prepared to offer a builder several things:

- He has to be sympathetic to the builder's problems in designing the house; the system must be adjustable to the builder's plans.
- The system he proposes must be designed to be built-in to the home and it must have the virtue of easy installation.
- The front panel must dismount easily for servicing or the chassis must be easily accessible. The front panel escutcheon must also be big enough around the edges to cover a roughly cut hole.
- The dealer must be prepared to offer a one-year guarantee (including parts and labor) which the builder can offer his customer in turn.
- He should create and offer optional systems at various prices so that the builder has a choice.
- It would be wise, in setting up a basic phono system, to allow for the later addition of a tuner or of a second channel for stereophonic sound.

Growing Home Market

The above might seem like much to offer. It isn't. In fact, the dealer who pursues the new home market in earnest can probably think of other things to make a custom hi-fi installation even more attractive to the builder. For example, the dealer could offer to install a system at no charge in the builder's model home.

One thing is certain: the new home market is big and is getting bigger. The number of housing starts are increasing, according to the experts in this field. Last year the number of starts hit the million mark. This year they are expected to rise by 4 per cent to a new three-year high. Economists are, in fact, pointing to the building field as the brightest ray in the lack-luster business picture. Building construction could also hypo components business for the dealer who goes after those new home installations, particularly in a stereo era.

PRICE WAR?

Lafayette's Low-Priced Hi-Fi Items

NEW YORK—Lafayette Radio, one of the country's largest audio retail and mail-order operations, is currently launching new low-priced audio products almost faster than do-it-yourselfers can count 'em.

Among the latest offerings from the firm are:

- A new 20-watt, compression-type tweeter with a frequency response of 1,500 to 16,000 cycles. A one-piece heavy casting, non-resonant in its frequency range according to Lafayette, forms the exponential horn. The unit, which is reportedly, an import is supplied with a two-tined, fork-type swivel mounting to permit placing the tweeter on top of an enclosure; it may also be mounted within. Impedance is 8-16 ohms, and the unit, the SK-105, sells for only \$8.95.
- A seven-position switch which provides a selector or audio fanciers with multiple speaker systems. Retailing at \$1.39, the unit is mounted on an electrical outlet plate with a white plastic control knob. It can switch any one of up to three speakers or speaker groups. A prime feature is that it automatically switches amplifier output taps to compensate for the changed load impedances, without the need for dummy-load resistors.

• A set of "brilliance" and "presence" controls, actually wire-wound "L" pads with an attractive face plate, available for \$1.95 each in eight-ohm and 16-ohm models. The resistance elements, instead of being stacked behind each other, are mounted concentrically, permitting a shallower housing.

• A new dual-channel basic amplifier kit, rated at 18 watts per channel or 36 watts in monophonic mode. Dual inputs on the unit, KT-310, are provided with individual volume controls. Other controls include Channel Reverse and Monaural-to-stereo switching. Price for the kit: \$44.50.

Audio Feedback

By CHARLES SINCLAIR

OPEN LETTER TO PRESS AGENTS

Dear Hard-Pressed Flacks:

This may come as a surprise to you, but Audio Feedback has the welcome mat out for your copy. We'd like to be serviced directly with anecdotes, off-beat happenings in the audio field, tradesy items about personnel at all levels in the hi-fi manufacturing and marketing pipelines, tips on new equipment and developments in the stereo and monophonic realms, new distributor appointments, general observations you or your people may have about items you've read in The Billboard.

In short, this is your column. Let's hear from you. And this means the independents and the small firms, too. The address is under our department heading.

THE DO-IT-YOURSELF DUET

Jose Ferrer, that awesomely talented gent who acts, directs, produces and even sings these days, has discovered a new hobby that has what amounts to a faintly Sybaritic ring to it. An ardent audio-ophile and a fair hand at the piano, his apartment is crowded with some \$3,500 worth of tape gear, dual amplifiers and speaker systems. He delights in playing stereophonic tapes and disks for his friends, but his particular delight is recording his own voice in song (accompanied by Ferrer) and then re-arranging the mike set-up so he can record a stereophonic duet with himself. He's even considering a trip.

THE CUSTOMER HAS HIS SAY

Who says the poor puzzled consumer never gets a chance to open his mouth in the audio field? Motorola, Inc., has just set up a Consumer Acceptance Group, to be headed by William Hinton. Function of the group, according to Motorola brass, will be "to inspect, analyze and appraise all lines of consumer products from the consumer's point of view." In practice, the group, under Hinton, will be responsible for keeping management apprised of consumer product appearance, performance, design and related factors that influence consumer purchase.

AGENCY HI-FI NEWSLETTER STARTS

New York's Jack Gilbert Associates, an ad agency that specializes in the marketing of electronic products and audio gear, is launching an external house organ publication that might well become as important to the audio trade as such agency newsletters as Grey (sic) Agency's famed Grey Matter is to the general retail field. It's called Shoptalk and will be mailed monthly. First preview effort covers the Chicago Electronics Parts Show. Incidentally, the Gilbert shop is in new quarters at 566 Seventh Avenue, New York.

STEREO ON THE NETWORKS

As reported in these pages last week, the networks are deep in stereo plans. Audio dealers will do well to keep a close watch on network schedulings, and to use the network stereocasts (if available in your area) as prime showpieces in demonstrating stereo-equipped tuners. NBC plans several more stereotaculars on the Bert Parks' "Bandstand" radio daytimer, and is considering stereo-voiced TV shows for fall. CBS has comparable plans for both daytime and evening shows. With their live sound, they make fine stereo tapes for use, over and over again, in demonstrations, but for heaven's sake don't try selling the tapes to anyone.

NEW ZENITH MERCHANDISE EXEC

Zenith Radio Corporation acquired a new merchandise sales manager last week. He's J. B. (Kip) Anger, formerly national sales manager of Motorola's radio and phono division and at one time an exec with Borg-Warner. His experience in both retail and wholesale selling dates back before a wartime stretch as an Army pilot.

Every component manufacturer turns out specification sheets on his product which are filed or put in a loose-leaf binder by dealers. But General Electric should be given some kind of award for the handsome appearance of theirs. Like other spec sheets, they do what they're supposed to do; they give the basic information about the product. However, the latest round-covering GE's compatible stereo-monaural tone arm, new bookshelf speaker system and kit, and the new line of equipment cabinets—were certainly done by someone with a first-rate knowledge of good graphic arts. They're well worth studying as examples of fine layout.

BRITANNIA-GOES-STEREO DEPT.

Barker Sales Co. has added two Stentorian speakers to its line of British speaker imports which are aimed squarely at the growing stereo market. The first is a 10-inch "universal" (multi-impedance) model priced at \$36.50 and with a response (as stated) of 30-15,000 cycles. There's even a special voice coil model for transistor outputs. The other item is a cone tweeter with 3,000-17,000 cycle response and priced at \$14.95.

C. J. (Red) Gentry has been named National Car Radio Sales Manager by Motorola. He's been with Motorola for the past eight years in various sales capacities. . . . Sylvania is making available a new 20-page booklet describing the electrical characteristics and interchangeability of its various transistors. . . . Justin L. Albers has been named to the post of merchandise manager of the Victor Radio and Victrola Division of RCA. . . . Pilot Radio Corporation has named the George Solomon Company of New York City as its export representative for such areas as Puerto Rico, Cuba, Dominican Republic, the Virgin Islands, Haiti and the Caracas area of Venezuela.

Webcor Phonos

Continued from page 12

In various styles and wood finishes and are priced from \$175.95 to \$475. The top of the line is the "French Provincial" stereo phono, AM-FM radio combination.

Webcor has a full tape recorder line, newly expanded and totaling more than a dozen models. The price range in this group is \$159 to \$440.

Finally, there is the "Melody" promotional line of phonos, priced at \$29.95 and available in many color choices.

Complementing the stereo side of the Webcor line are three amplifier-speaker combinations. They are priced at \$124.95, \$79.95 and \$49.95, and come in various finishes to match their stereo companions.

Many Stereo Units

The low end of the stereo line is Webcor's "Holiday," a portable priced at \$109.95. The \$49.95 amp-speaker combination would logically be used with this bringing the complete stereo package to \$159.90. The low end of the wood model stereo units is the "Musical," priced at \$179.95.

To help dealers promote their stereo phonos, Webcor will provide a special stereo demonstration disk. These are available to dealers at no cost from their distributors.

The New York showing of the line was jointly sponsored by Webcor with their new distributor in this area, All-State Distributing Co. The firm handles the Webcor line in metropolitan New York and Northern New Jersey.

Stromberg Kit

Continued from page 13

pushing its own \$129.95 "Stereo-Mate" unit which is claimed to be a "perfect matching piece" for any Stromberg-Carlson high-fidelity console.

To complete the firm's line-up of stereo gear is a speaker-and-enclosure unit, featuring an eight-inch wide range speaker in a bass reflex chamber and available in a variety of finishes. S-C is promoting it as "an attractive remote speaker cabinet for those who prefer a separate second channel amplifier, for use with dual-channel consoles, or as a remote speaker for monaural units," and it's priced at \$59.95.

'Let's Go on Tape Cartridges'

Continued from page 12

operated record players, capable of playing four speeds, listed at \$29.95 and \$39.95. Other monaural portables in the line are equipped with automatic four-speed changers and range from \$59.95 to \$99.95. Motorola has one table-top phono, in a selection of mahogany or lined oak, retailing at \$119.95.

Six monaural hi-fi consoles, priced at \$159.95, \$179.95, \$199.95, \$249.95, \$299.95, and \$409.95, are available in as many as four wood finishes. All are equipped with external speaker plugs for easy conversion to stereo disk playback.

Nine Stereo Phonos

Nine models of stereophonic home music instruments range in price from \$100 to \$599.95. At \$100, Motorola offers a portable two-piece stereo disk playback unit in a portable fabrioid case. For \$159.95, the portable stereo playback is a three-piece unit, with two external stereo speakers and a master playback disk unit.

There are four console type stereo disk playback units in the lower end of this facet of the Motorola line. The disk playback unit with one speaker in a console cabinet range from \$244.95 to \$349.95. These stereo disk units

Philco in Major Move In Phono Needle Mart

PHILADELPHIA — Philco is making a major step-up in its activities in the phono needle field.

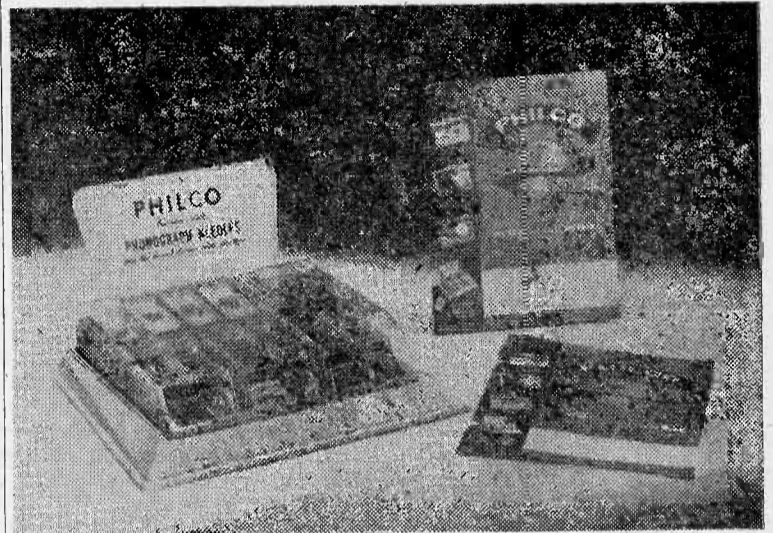
The firm has launched a new line of Full-Fidelity styli said to cover "every Philco phonograph and all competitive models. The needles, including osmium, Jewel-tipped and diamond models, are being handled by the company's Accessory Division.

For dealers, Philco has styled a new merchandiser (see photo) designed to make the new line a fast mover at needle counters. It occupies a minimum of counter space and stocks the fastest-selling dia-

mond and jewel-tipped needles and cartridges in the line.

Philco is also publishing a 24-page needle catalog containing visual identification of every needle type. Also in the catalog is an alphabetical list of all major needle manufacturers, a side-by-side part number comparison with other needle manufacturers, and the means of converting more than 1,000 competitive needles to exact Philco numbers.

Supervising the marketing of the new needle line is Philco's Ray Nugent, who is general manager of the Accessory Division headquarters in Philadelphia.



Sales Opinion

Continued from page 12

offer conversion kits, it was felt that the buyer would be penalized when he went to a service outfit to have the kit installed. Or, if he is a 'do-it-yourself' guy, he might injure the set. Stereo conversion kits might cause bad feeling between manufacturer, dealer and consumer."

Stereo showpiece in the 1958-'59 Mitchell line of some 15 models priced up to \$194.95, is the "Nomad," at \$99 with matching speaker-amplifier for \$32.95.

All-Star Deb Rockets Via Paar Send-Off

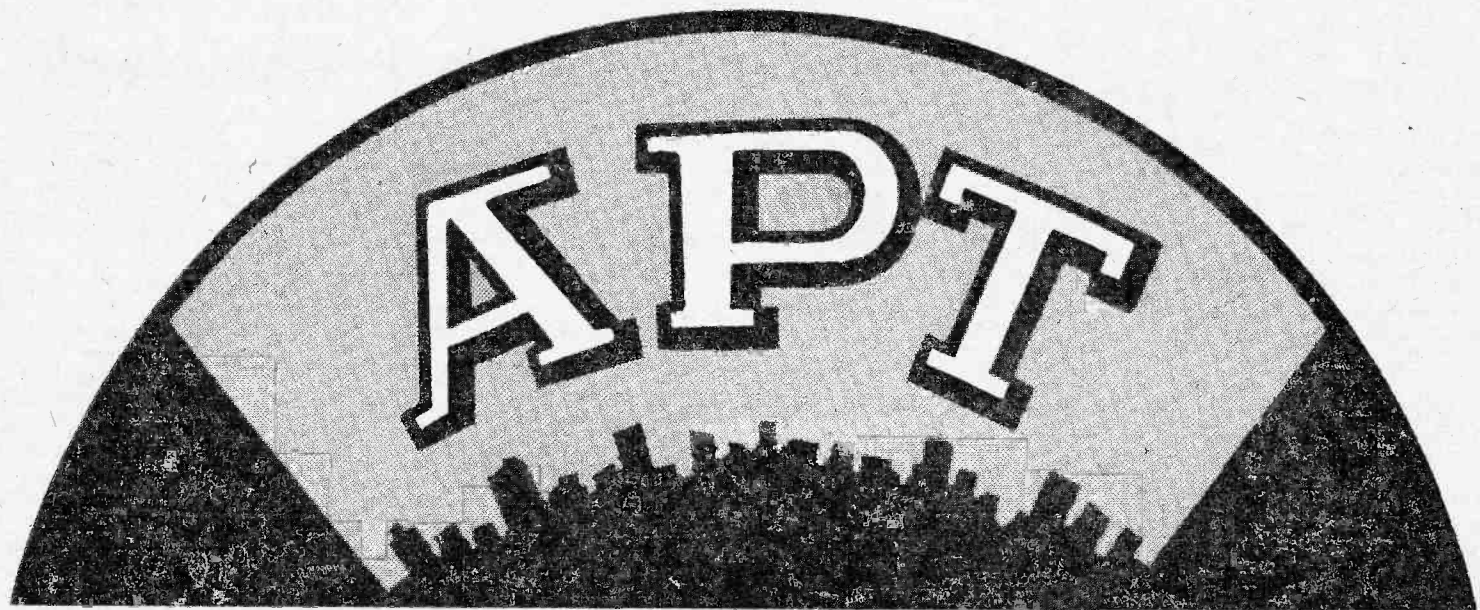
NEW YORK — Roulette Records' new subsidiary label, Co-Star kicked off in style last week, via two powerful plugs on Jack Paar's NBC-TV show. Paar played a scene opposite Tallulah Bankhead's album one night, and opposite Paulette Goddard's "Peyton Place" LP the next.

As a result the albums went into stores here on a Friday (20) and by the following Monday (23) every Broadway record shop in New York had sold out its initial stock (over 1,000 LP's) and had re-ordered. Roulette's executive veepee called it "the fastest initial reaction we have ever had to any of our albums since we've been in business."

Moore Night Seg in Fall

NEW YORK — Garry Moore will star in an hour-long weekly variety stanza, beginning September 30, on CBS-TV, Tuesdays, 10-11 p.m. Sponsors will be Revlon and Kellogg. Regulars in the cast, including two singers and a group, will be chosen shortly. First guest stars will be Tallulah Bankhead and Robert Clary.





RAPS OUT 4 FOR 4!

Four times at bat - four hits going all the way! How about that!

LITTLE STAR _____ APT 25005

_____ **The Elegants**

CRAZY EYES FOR YOU _____ APT 25002

_____ **Bobby Hamilton**

DANCE DANCE DANCE _____ APT 25004

_____ **The Cavaliers**

LOVE IS SO WONDERFUL _____ APT 25003

_____ **The Sterophonics**

And **TWO NEW** ROOKIES - *breaking in with a bang!*

BIG BROWN EYES _____ APT 25006

_____ **The Redjacks**

BONG BONG (I Love You Madly) _____ APT 25007

_____ **Vince Castro**

THE BILLBOARD'S WEEKLY

Packaged Records Buying Guide



BEST SELLING POP LP'S

FOR SURVEY WEEK ENDING JUNE 28

The information given in this chart is based on actual sales to customers in a scientific sample of the nation's retail record outlets during the week ending on the date shown above. Sample design, sample size and all methods used in this continuing study of retail record sales are under the direct and continuing supervision and control of the School of Retailing of New York University.

This Week	Rank	Weeks on Chart
1. Johnny's Greatest Hits Johnny Mathis, Columbia CL 1133	2	13
2. My Fair Lady Original Cast, Columbia OL 5090	3	118
3. The Music Man Original Cast, Capitol WAO 990	1	19
4. South Pacific Sound Track, RCA Victor LOC 1032	4	15
5. South Pacific Original Cast, Columbia OL 4180	5	223
6. Film Encores Mantovani, London LL 1700	12	50
7. Gigi Sound Track, M-G-M E 3641 ST	6	3
8. Nearer the Cross Tennessee Ernie Ford, Capitol T 1005	7	5
9. Oklahoma! Sound Track, Capitol SAO 595	13	144
10. Around the World in 80 Days Sound Track, Decca DL 9046	8	65
11. Ricky Ricky Nelson, Imperial IMP 9048	10	29
12. Elvis' Golden Records Elvis Presley, RCA Victor LPM 1707	9	12
13. Sail Along Silvery Moon Billy Vaughn, Dot DPL 3100	11	12
14. The Late, Late Show Dakota Staton, Capitol T 876	—	17
15. Warm Johnny Mathis, Columbia CL 1078	15	29
16. The King and I Sound Track, Capitol W 740	—	100
17. Come Fly With Me Frank Sinatra, Capitol W 920	17	23
18. 'S Awful Nice Ray Conniff, Columbia CL 1137	20	3
19. Taboo in Hi-Fi Arthur Lyman, Hi Fi Record R 806	22	7
20. Goodnight, Dear Lord Johnny Mathis, Columbia CL 1119	14	9
21. Pat's Great Hits Pat Boone, Dot DLP 3071	—	34
22. Songs of the Fabulous Fifties Roger Williams, Kapp KXL 5000	18	55
23. Lester Lanin Goes to College Epic LN 3474	—	2
23. The Eddy Duchin Story Sound Track, Decca DL 8289	—	85
25. Chet Atkins at Home RCA Victor LPM 1544	—	2

Review Spotlight on . . .

The following new packages, reviewed during the past week, have been selected for outstanding sales potential, artistic merit, new talent, sound recording or display value, as indicated. These "Spotlights," in the opinion of The Billboard staff, merit prime consideration from dealers.

Jazz Album

SOUL BROTHERS-MILT JACKSON & RAY CHARLES (1-12")—Atlantic 1279

Two of the real jazz greats together! Their talents on instruments other than those with which they are usually associated are displayed in this swinging package. Charles is heard on alto sax and Milt Jackson plays piano and guitar, as well as vibraharp. Support from Connie Kay on drums; Billy Mitchell, tenor; Oscar Pettiford on bass and Skeeter Best on guitar enhances the sets all the way. It's a great five band album with each track a stand-out. Strong item.

Special Merit Jazz Albums

MODERN JAZZ CONCERT (1-12")—Orchestra Conducted by Gunther Schuller & George Russell. Columbia WL 127

Not for novices, this is liable to startle even veteran jazz buffs. It contains the six works commissioned by Brandeis University and performed at the jazz concert there last year. Top jazz men blow with ork conducted by Gunther Schuller and George Russell. The most exciting and the most legitimately jazz work is Charles Mingus' "Revelations." Jimmy Giuffre's "Suspicions" is another fine jazz piece, and George Russell's "All About Rosei," altho over-complex, is also listenable. This is program jazz that will interest musicians and

college students, but beyond that the appeal is limited.

COOK'S TOUR OF HIGH FIDELITY (1-12")—Various Artists. Cook 1079

Some of the audio-inspired humor in this latest sonic romp with Emory Cook is a little heavy-handed, but the platter should have strong appeal with the dedicated hi-fi fanciers. One side explores the difference, with A-B comparisons, of feeding live vs. tape sound to a disk cutter and stages a "peeping microphone" sketch in an audio showroom. The other side is a soap-opera-without-actors, featuring a riot of assorted sound effects and "Meanwhile, Back at the Ranch . . ." narrative cues.

Popular EP Album

KING CREOLE (1-EP)—Elvis Presley. RCA Victor EPA 4319

Presley adds a Dixieland touch and brass backing on four tunes from his current flick, "King Creole." "As Long as I Have You" is a warm ballad, the others are varying rockers, with "Lover Doll" especially bright and exciting. A natural to follow the smash sales pattern of his previous EP's.

— Album Cover of the Week —

NO SELECTIONS THIS WEEK.

Most Played by Jockeys

FOR SURVEY WEEK ENDING JUNE 28

Albums are ranked in order of the greatest number of plays on disk jockey radio shows thruout the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys.

- SOUNDS OF THE GREAT BANDS**
Glenn Gray and the Casa Loma OrkCapitol W 1022
- LESTER LANIN GOES TO COLLEGE**
Lester LaninEpic LN 3474
- COME FLY WITH ME**
Frank SinatraCapitol W 920
- 'S AWFUL NICE**
Ray Conniff OrkColumbia CL 1137
- NEARER THE CROSS**
Tennessee Ernie FordCapitol T 1005
- MUSIC MAN**
Original CastCapitol WAO 990
- FOUR FRESHMEN IN PERSON**
Four FreshmenCapitol T 1008
- DREAM GIRL**
Ray Anthony OrkCapitol T 969
- SING ALONG WITH MITCH**
Mitch MillerColumbia CL 1160
- SATURDAY NIGHT WITH MR. C.**
Perry ComoVictor LOP 1004
- FABULOUS DORSEYS IN HI FI**
Tommy and Jimmy DorseyColumbia C2L-8



Best Selling Pop EP's

FOR SURVEY WEEK ENDING JUNE 28

The information given in this chart is based on actual sales to customers in a scientific sample of the nation's retail record outlets during the week ending on the date shown above. Sample design, sample size, and all methods used in this continuing study of retail record sales are under the direct and continuing supervision and control of the School of Retailing of New York University.

- UNCHAINED MELODY**
Ricky NelsonImperial EP 158
- RICKY**
Ricky NelsonImperial EP 153
- WARM**
Johnny MathisColumbia EP B-10781
- JAILHOUSE ROCK**
Elvis PresleyRCA Victor EPA 4114
- NEARER THE CROSS**
Tennessee Ernie FordCapitol EAP 1-1005
- ELVIS**
Elvis PresleyRCA Victor EPA 992
- SPIRITUALS**
Tennessee Ernie FordCapitol EAP 1-818
- HONKY TONK PIANO**
Knuckles O'TooleGrand Award EP 2001
- HYMNS**
Tennessee Ernie FordCapitol EAP 1-756
- ROGER WILLIAMS**
.Kapp KEP 708

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Speaking of big numbers...

\$COMO,000,000!



Perry sings...

Moon Talk c/w Beats There a Heart So True

with Mitchell Ayres and his Orchestra and the Ray Charles Singers. Arrangements by Joe Reisman.

47/20-7274



RCA VICTOR
RADIO CORPORATION OF AMERICA



Reviews and Ratings of New Popular Albums

EXPLANATION OF PACKAGE RATING CATEGORIES

(Each item is rated strictly according to its sales potential in the category in which it is classified)

- | | |
|---|---|
| SPOTLIGHT—Sure-Fire Merchandise—
Top Demand | ★★★★—Good Potential—Will Sell |
| ★★★★★—Very Strong Sales Potential—Essential Inventory | ★★★—Moderate Potential—Satisfactory Qualities |
| | ★—For dealers who stock all merchandise. |

POPULAR ★★★

A TWIST OF LEMON
Jack Lemmon Plays & Sings (1-12") Eptc LN 3491

Debut album by the popular flick star should create interest. Eight of the numbers showcase the artist on piano; the other four tracks are vocals. Lush settings by Marion Evans lend excellent support. Lemon scores best on the instrumental tracks. His vocal style is not impressive. The set recently got a huge plug on Steve Allen's TV program.

THE MIGHTY WURLITZER AND THE ROARING HI-FI TWENTIES
Leonard Keigh, Organ (1-12") RCA Victor LPM 1665

Organist Leonard Leigh plays the famous instrument once housed in St. Paul's Paramount Theater, and now part of the studio set-up at KSTP, Minneapolis. Tunes are typical of the flapper era, for example, "S Wonderful," "Valencia," "Indian Love Call," "Birth of the Blues," etc. It's a great big sound with plenty of lows and highs to test the home sound system to the fullest. Catchy cover.

CHUCK GOULD PLAYS A LA FLETCHER HENDERSON
(1-12") Vik LX 1123

Chuck Gould, with the aid of some capable sidemen, stages a fine re-

creation of the big band sound of the late 1930's, when the late Fletcher Henderson was penning arrangements for Goodman and the Dorseys. The beat is solid, and embroidered nicely with the muted brass and high-riding reeds that were Henderson's trademark. Tunes include "Ain't Misbehavin'," "All of Me," "Who," "That Old Feeling."

A TIME TO LOVE AND A TIME TO DIE
Sound Track (1-12") Decca DL 8778

Academy Award winning Miklos Rozsa has written a sturdy programmatic score for the Remarque novel now transferred to film. Two lovely melodic themes and one martial motif vary skillfully in mood to depict love and battle scenes in compelling fashion. Deft orchestration is handled well by the Universal-International boys. This week's opening with concurrent publicity, and the increasing popularity of sound tracks should move album.

POPULAR ★★

OFF THE CUFF
Bobby Dukoff Ork (1-12") Vik LX 1105
Saxman Dukoff and his chorus and ork present a nice set of mildly swinging tunes. The chorus approach is in the Ray Conniff tradition with hummed rather than sung lyrics. Good, spark-

ling arrangements. Tunes include "Seems Like Old Times," "Baby, Won't You Please Come Home" and "Thou Swell." Fair prospects.

SPEAK LOW
Hal Otis Ork (1-12") Westminster WP 6073

The cover of this will catch anybody's eye—a daring display of Jayne Mansfield. Inside, violinist Hal Otis, at times identified with jazz performances, works on a society dance kick to charming effect. The accomplished fiddler offers "On the Alamo," "So in Love," etc. with rhythm backing.

YES, IT'S BEAUTIFUL
Kurt Maier, Piano (1-12") Rondo 107

Pianist Maier puts a pop stamp on a number of well-known classic works like Chopin's "Nocturne in E Flat," Rubinstein's "Melodie in F," etc. A well-recorded and danceable set, it features a rhythm backing to Maier's artistry. Can grab moderate rack activity.

LOW PRICE-POPULAR ★★

SHOW MUSIC IN HI FI
Johnny Gregory Ork (1-12") Rondo-Jette A 4

A good argument can be made on behalf of the show tunes in this album as rating among the best of the past decade. The arrangements and performances add little glitter, being mainly straightforward albeit quite acceptable renditions. Strength of the content should be the strongest selling point.

SPIRITUAL ★★★★★

DRINKARD SINGERS

My Rock80
RCA VICTOR 7287—The fine gospel group handles this handclapper in driving style, sparked by an outstanding fem lead. Side has excitement and should interest gospel fans. (PD)
Rise, Shine79
On this side the group bids everyone to rise and shine in God's glory, and the diskling carries almost as much genuine excitement as the flip, again with a fine fem lead. (PD)

SACRED ★★★★★

JIMMIE SKINNER

Jesus Loves Us All74
DECCA 30665—A hill country sacred side with Skinner showing a good nasal twang and a down to earth sound. Guitar and fiddle gives it the old fashioned feeling. Appealing for the specific market. (Acuff-Rose, BMI)
Beautiful73
Skinner sings of the glories of what's to come in this meaningful sacred tune. It's sincerely sung and it has more of the hill feel. (Copar, BMI)

RHYTHM & BLUES ★★★★★

THE "5" ROYALES

Tell the Truth78
KING 5141—Solid rhythm item with spiritual flavor is nicely handled by group. Side could earn coin, if exposed. (Armo, BMI)
Double or Nothing77
Slow rocker with spiritual touch has a strong male lead. Action possible in market. (Armo, BMI)

GUITAR SLIM

If I Had My Life to Live Over77
ATCO 6120—Oldie is treated as a blues rocker, with fine work by Slim and choir. Action possible. (General, ASCAP)
When There's No Way Out75
Slow, sad country blues ballad handled with taste and impact by chanter. Good potential. (Progressive, BMI)

RELIGIOUS ★★★★★

OLD FASHIONED REVIVAL HOUR CHOIR

I Never Walk Alone7
RCA VICTOR 7288—Beth Farnum is the capable lead soprano on this attractive reading of the sacred tune by the Old Fashioned Revival Hour Choir. Will interest religious fans. (PD)
What a Friend77
The well-known hymn is sung with sincerity and feeling by the choir on this new etching. Both sides should get exposure on religious record shows. (PD)

JAMES WEBB

The Crisis75
ARNO 3541—Anti-war narrative beautifully delivered in concert baritone style, with strong drum backing. Off-beat but rates attention in market.
Blessed Lord72
Blues-based aria is well-handled by singer, but flip sounds stronger and fresher.

INTERNATIONAL ★★

THIS IS CORSICA
Tonl Rocca with Guitar (1-12") Bruno ER 50026

An attractively presented program of songs native to the Mediterranean island of Corsica. Songs are performed in the native tongue which is close to Italian. Rocca is a well-known expessor of this genre in the Paris night life circle. Artistically, a well-made product with appeal limited to specialized folk collectors.

NEW ARGENTINE TANGOS

Eduardo Fereda & His Argentine Ork & Roger David Ork. (1-12") Bruno BR #0035

The Fereda and David orks specialize in tangos, and this package provides a variety of danceable instrumental bends for tango terp fans. Selections—in a romantic, lush orchestral vein—are mainly originals by David and Fereda.

FOLK ★★★★★

ESPAÑA DE MIS AMORES

Pablo Del Rio (1-12") Columbia WL 132
Young Del Rio, an outstanding vocal star in Spain, warbles with romantic intensity and charm on a group of melodic Spanish songs—"El Relicario," "Maria Dolores," "Doce Cascabeles," etc. Striking cover. An "Adventures in Sound" package.

SONGS OF CORSICA

Les Chanteurs de L'Association Corse "A Cirnea" (Quilici). Westminster WP 12007

This is a worthwhile addition to any folk music collection, since it serves up a well-recorded panorama of the simple, melodic songs native to the French island of Corsica, with a running narration (in French) to set the stage. Voiced primarily for male groups, the songs have a haunting quality that combines a Spanish and Italian mood. Director Felix Quilici has already won the "Grand Prix du Disque" for this album.

FOLK ★★★

RUSSIAN FOLK SONGS

Various Artists (1-12") Vanguard VRS 9023
An impressive set, this captures the broad, majestic sweep of the mother Volga in these songs of the soil and the people. Included in the selection of 15 is the well-known melody, "Meadowland." Sound quality is not uniformly good but the flavor is there and the soloists and the choruses give their work an inspired expression. For folk collectors, an interesting addition.

SWINGIN' FOLK TUNES

Freddy Jacobs with Sonny Wless Ork (1-12") Westminster WP 6087
Pleasant warbling stints by Jacobs on a group of mainly traditional folk songs—

"Uncle Reuben," "Froggie Went-a-Courtin'," "Black Is the Color of My True Love's Hair," etc. Tunes are wrapped up in swiny, mildly rock and roll backing, hence title. A solid item for the market.

LATIN AMERICAN ★★★★★

AL ESCOBAR

(1-12") Cadence CLP 3014
The influence of such arranged-jazz stylings as Billy May is evident in the swinging, driving sound of Al Escobar's big Latin-American crew, with Escobar frequently and effectively featured on piano. Deejays should like the "Frenesi," "Goodbye," and "I Lead a Charmed Life" tracks, and big-band sound fanciers will like Escobar's habit of carrying melody lines on muted brass against some wild rhythm work.

LOS RUFFINO IN HI-FI

(1-12") Seeco SCLP 9134
Los Ruffino, a well-known Cuban vocal quartet, has a most attractive offering in this listenable set of Latin themes. In this market the album should enjoy healthy sales. Selections include folksy and popular themes. Handsome jacket will help lure sales.

LATIN AMERICAN ★★★

MELODIES OF THE ANTILLES

Trio Taicuba (1-12") Seeco SCLP 9131
Outstanding guitar and distinctive vocal work make Cuba's Trio Taicuba one of the better small groups in the Latin American field today. They're in top form in this album, performing a tasty mixture of sambas, boleros, cha cha and novelties. Sales prospects for a good album enhanced more by the Trio's recent radio and TV guest appearances in this country.

POLKA ★★★

SOUIRE D'ALSACE

Roland Zaninetti, Accordion & His Ensemble Musette (1-12") Bruno BR #0033
Roland Zaninetti proves himself a true virtuoso of the accordion in his handling of Alsatian polkas, waltzes and mazurkas. His light-fingered artistry and the capable support of the Ensemble Musette make this an outstanding addition to the available polka albums. Sound is exceptionally brilliant, too.

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JIM REEVES

RCA VICTOR

• **Reviews and Ratings of New Jazz Albums**

JAZZ ★★

MARTY PAICH

(1-12") Cadence CLP 3010

Nice sound by the Paich crew on an attractive series of tunes. Except for "What's New" the songs are all Paich originals. The interesting and inventive arrangements are well-executed by J. Sheldon, trumpet; B. Enevoldsen, trombone; B. Cooper, tenor sax and V. De Rosa on French Horn among others. Set can appeal to modern mainstream buyers. Fair potential.

JAZZ ★

JAZZ PIANO INTERNATIONAL

Dick Katz, Derek Smith & Rene Urtreger (1-12") Atlantic 1287

On this new set, pianist John Lewis of the Modern Jazz Quartet presents three young pianists, Derek Smith, an Englishman, Rene Urtreger, a Frenchman and an American, Dick Katz. All three have something to say and a manner of saying it, and their performances here should interest all jazz fans looking for new, good talent. Tunes include standards and a few originals.

WEST COAST WAILERS

Conte Candoli & Lou Levy (1-12") Atlantic 1268

The joining of the talents of trumpeter Conte Candoli and pianist Lou Levy was a smart idea, and the use of B. Holman on tenor, Deroxy Vinnegar on bass and Lawrence Marble on drums gives the two featured performers some mighty good support. Candoli gets a chance to show off his wailing trumpet and Levy sounds better than on many of his recent albums both as a soloist and as a rhythm pianist. Standards and originals make up the album and the entire set features tasteful, listenable jazz.

• **Reviews and Ratings of New Classical Albums**

CLASSICAL ★★★★★

PROKOFIEFF FOR FUN IN HI-FI (1-12")

—Philharmonic Symphony Orch. of London (Rodzinski). Westminster XWN 18701

Here is a light-hearted melodic package with appeal for the whole family. Youngsters will dig TV comedian Garry Moore's reading on "Peter and the Wolf," while flip — "Classical Symphony" and "The Love for Three Oranges," — should please adults. There are several other good versions of "P. and W." available, but the LP's name value should help sales.

CLASSICAL ★★★

CONCERTOS FOR WOODWINDS (1-12")

—Jean-Marie Leclair Instrumental Ensemble & Various Artists. Westminster XWN 18694

Four charming chamber music masterpieces of 18th century France are brought back to life by worthy representatives of the great French woodwind tradition. Oboist Pierot and flutist Rampal bring a knowledge, technique and tone to the music which are unequalled. But unhappily, the album is marred by a shallow, box-in sound which mutes many of the qualities of the artists. However, unhackneyed material and outstanding instrumentalists will attract sales.

PAGANINI: VIOLIN CONCERTO NO. 1: INTRODUCTION & VARIATIONS ON A THEME BY ROSSINI I PALPITI (1-12")

—Leonid Kogan, Violin; Andrei Mitnik, Piano & National Philharmonic Orch. (Nebolsin). Bruno 14022

Excellent performances by Leonid Kogan of the Paganini Violin Concerto No. 1 and the "Introduction and Variations" on a theme by Rossini for solo violin and the "Theme and Variations" — "I Palpiti." The sound is good, altho not quite up to the level of some of the newer recordings. There are many other fine recordings of this work available, including one by Kogan with the Paris Conservatoire Orchestra on Angel.

CLASSICAL ★★

GIOVANNI MARTINELLI (1-12")—Rondo 1001

His 50th anniversary as a singer finds Martinelli in remarkable voice on a new "walkure" aria waxing, with brilliant earlier etchings of opera, folk and concert songs spanning his career magnificently. A must for his admirers and all opera buffs. "Because," "O Sole Mio" and "Rachel" from "La Juive" are standouts.

RAKOV: SYMPHONY NO. 1 (1-12")

—Moscow State Philharmonic Orch. (Rakov). Westminster XWN 18705

Here is a warm, pleasant work by one of Russia's popular contemporary composers, impressionist in style and much like Faure. It won't be a U. S. staple but it has its charm. Rakov conducts without hurry and the work sounds excellent.

CLASSICAL ★

BEETHOVEN: EMPEROR CONCERTO; 32 VARIATIONS (1-12")

—Emil Gilels, Piano with National Philharmonic Orch. (Sanderling). Bruno BR 14014

SEMI-CLASSICAL ★★

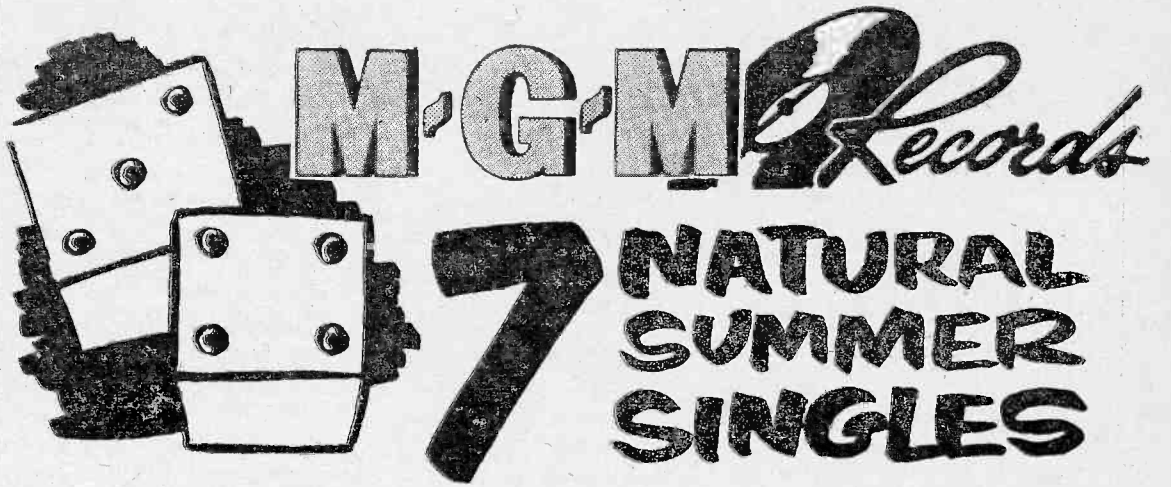
JOURNEY TO LOVE

The Symphony of the Air (D'Artega) (1-12") Westminster XWN 18745

Rebekah Harkness' music for this new ballet—specially commissioned for show casing at the Brussels World's Fair—is given a satiny treatment by the Symphony of the Air under maestro D'Artega. It is melodic and lush, and frequently shows the romantic influences of Tchaikovsky and Rachmaninoff.

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HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES For survey week ending June 28

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. The Purple People Eater By Sheb Wooley—Published by Cordial (BMI) BEST SELLING RECORD: Sheb Wooley, M-G-M 12651.	1	6	6. Hard Headed Woman By Claude De Metzris—Published by Gladys (ASCAP) BEST SELLING RECORD: Elvis Presley, Vic 7280.	20	2
2. All I Have to Do Is Dream By Boudleaux Bryant—Published by Acuff-Rose (BMI) BEST SELLING RECORD: Everly Brothers, Cadence 1348.	2	11	7. Sugar Moon By D. Wolfe—Published by Gallatin Music (BMI) BEST SELLING RECORD: Pat Boone, Dot 15750.	8	9
3. Yakety Yak By Jerry Leiber and Mike Stoller—Published by Tiger (BMI) BEST SELLING RECORD: Coasters, Atco 6116.	5	5	8. Twilight Time By B. Ram, M. Nevins, A. Nevins, A. Dunn—Published by Porgie Music (BMI) BEST SELLING RECORD: Platters, Mercury 71289 RECORDS AVAILABLE: Earl Bostic, King 5136; Les Brown, Col 50002; Dick Contino, Mercury 70911; Johnny Maddox, Dot 15062; Three Suns, Vic 447-0026.	10	13
4. Secretly By Hoffman-Manning-Markwell—Published by Planetary (ASCAP) BEST SELLING RECORD: Jimmie Rodgers, Roulette 4070.	3	8	9. Endless Sleep By Jody Reynolds-Dolores Nance—Published by Johnston-Monte-Elizabeth (BMI) BEST SELLING RECORD: Jody Reynolds, Demon, 1507. RECORDS AVAILABLE: Gene Ross, Herald 517; Jimmy Witherspoon, Rip 126.	9	6
5. Return to Me By Carmen Lombardo & Danny Minno—Published by Southern Music (ASCAP) BEST SELLING RECORD: Dean Martin, Cap 3854. RECORDS AVAILABLE: Ernie Freeman, Imperial 5419; Guy Lombardo, Cap 3854.	4	13	10. Patricia By Perez Prado—Published by Peer (BMI) BEST SELLING RECORD: Perez Prado, Vic 7245. RECORD AVAILABLE: Morty Craft Ork, M-G-M 12672.	17	2

Second Ten

11. Witch Doctor By R. Bagdasarian—Published by Monarch (ASCAP) BEST SELLING RECORD: David Seville, Liberty 55132.	7	12	16. Jennie Lee By Berry-Ginsburg—Published by Daywin (BMI) BEST SELLING RECORD: Jan and Arnie, Arwin 108. RECORDS AVAILABLE: Moon Mulligan, Coral 61994; Billy Ward and His Dominoes, Liberty 55136.	12	6
12. Padre By Alain Romans-Paul Francis Webster—Published by Ross-Jungnickel (ASCAP) BEST SELLING RECORD: Toni Arden, Decca 30628. RECORDS AVAILABLE: Valerie Carr, Roulette 4066; Erin O'Brien, Coral 61972; Sarah Vaughan, Mer 71303.	13	6	17. Looking Back By Otis-Benton-Hendricks—Published by Eden-Sweco (BMI) BEST SELLING RECORD: Nat King Cole, Cap 3939.	16	11
13. Do You Want to Dance? By Bobby Freeman—Published by Clockus (BMI) BEST SELLING RECORD: Bobby Freeman, Josie 635.	11	7	18. What Am I Living For? By Jay-Harris—Published by Progressive Rush (BMI) BEST SELLING RECORD: Chuck Willis, Atlantic 1179.	22	8
14. Big Man By Bruce Belland & Glenn Larson—Published by Beechwood (BMI) BEST SELLING RECORD: Four Preps, Cap 3960.	6	9	19. When By Jack Reardon-Paul Evans—Published by Sounds & Michele (ASCAP) BEST SELLING RECORD: Kalin Twins, Decca 30642.	-	1
15. Splish Splash By Darin-Murray—Published by Portrait (EMI) BEST SELLING RECORD: Bobby Darin, Atco 6117.	20	2	20. He's Got the Whole World in His Hands By Linden-Henry—Published by Chappell (ASCAP) BEST SELLING RECORD: Laurie London, Cap 3891. RECORDS AVAILABLE: Mahalia Jackson, Col 41150; Jo March, Kapp 215; Barbara McNair, Coral 61972; Statesmen Quartet, Vic 7253; Travelers, Anx 4012.	14	15

Third Ten

21. Guess Things Happen That Way By Jack Clement—Published by Knox (BMI) RECORD AVAILABLE: Johnny Cash, Sun 295.	26	4	24. Poor Little Fool By S. Sheeley—Published by Eric (BMI) RECORDS AVAILABLE: Johnny Angel & the Dodgers, Sky 119; Ricky Nelson, Imperial 5528.	-	1
22. Oh, Lonesome Me By Don Gibson—Published by Acuff-Rose (BMI) RECORDS AVAILABLE: Don Gibson, Vic 7123; Swallows, Federal 12319; Jackie Walker, Imperial 5490.	19	13	27. Wear My Ring Around Your Neck By Bert Carroll-Russell Moody—Published by Rush & Elvis Presley Music (BMI) RECORD AVAILABLE: Elvis Presley, Vic 7240.	18	12
23. You Need Hands By Roy Irwin—Published by Lakeview (ASCAP) RECORDS AVAILABLE: Max Bygraves, London 1801; Eydie Gorme, ABC-Paramount 4925.	23	5	28. Rebel-Rouser By Duane Eddy-Lee Hazlewood—Published by Greymark (BMI) RECORD AVAILABLE: Duane Eddy, Jamie 1104.	-	1
24. For Your Precious Love By Brooks & Butler—Published by Gladstone (ASCAP) RECORD AVAILABLE: Jerry Butler & the Impressions, Abner 1013.	-	1	29. Johnny B. Goode By Chuck Berry—Published by Arco (BMI) RECORD AVAILABLE: Chuck Berry, Chess 2691.	27	10
24. Left Right Out of Your Heart By Morty Garson & Earl Shuman—Published by Shapiro-Bernstein (ASCAP) RECORDS AVAILABLE: Vaughan Monroe, Vic 7284; Patti Page, Mer 71331.	-	1	30. High School Confidential By Ron Hargrave—Published by Penron (BMI) RECORD AVAILABLE: Jerry Lee Lewis, Sun 296.	29	5

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The Honor Roll of Hits comprises the nation's top tunes according to record sales, sheet sales and disk jockey performances as determined by The Billboard's weekly nationwide surveys.

RED HOT HITS ON CAPITOL



**TENNESSEE
ERNIE
FORD**

with Cliffie Stone's music

**SUNDAY
BARBECUE**

c/w
**LOVE MAKES
THE WORLD
GO 'ROUND**

RECORD NO. 3997



**PEGGY
LEE**

with Jack Marshall's music

FEVER

c/w
**YOU DON'T
KNOW**

RECORD NO. 3998

**DEAN
MARTIN**

*with Orchestra and Chorus
conducted by Gus Levene*

**ANGEL
BABY**

c/w
**I'LL GLADLY
MAKE THE
SAME MISTAKE
AGAIN**

RECORD NO. 3988

**THE
JOHNNY
OTIS SHOW**

vocal by Johnny Otis

**WILLIE
AND
THE HAND
JIVE**

c/w
RING-A-LING

RECORD NO. 3966





BEST SELLING POP SINGLES IN STORES

The information given in this chart is based on actual sales to customers in a scientific sample of the nation's retail record outlets during the week ending on the date shown above. Sample design, sample size, and all methods used in this continuing study of retail record sales are under the direct and continuing supervision and control of the School of Retailing of New York University.

FOR
SURVEY WEEK
ENDING
JUNE 28, 1958

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. PURPLE PEOPLE EATER (BMI)— Sheb Wooley I Can't Believe You're Mine (ASCAP)— M-G-M 12651	1	6	19. WHEN (ASCAP)—Kalin Twins Three o-Clock Thrill (BMI)—Dec 30642	29	2	36. ZORRO (BMI)—Chordettes Love's a Two Way Street (BMI)—Cadence 1349	37	7
2. YAKETY YAK (BMI)—Coasters Zing! Went the Strings of My Heart (ASCAP)— Atco 6116	2	5	20. GUESS THINGS HAPPEN THAT WAY (BMI)—Johnny Cash COME IN, STRANGER (BMI)—Sun 295	21	6	37. TORERO (ASCAP)—Renato Carosone Chella Lja (ASCAP)—Cap 71080	34	9
3. HARD HEADED WOMAN (ASCAP)— Elvis Presley Don't Ask Me Why? (ASCAP)—Vic 7280	15	2	21. LEROY (BMI)—Jack Scott MY TRUE LOVE (BMI) Carlton 462	26	4	38. YOU NEED HANDS (ASCAP)— Eydie Gorme Dormi, Dormi, Dormi (ASCAP)— ABC-Paramount 9925	40	5
4. ALL I HAVE TO DO IS DREAM (BMI)—Everly Brothers Claudette (BMI)—Cadence 1348	3	11	22. REBEL-ROUSER (BMI)—Duane Eddy Stalkin' (BMI)—Jamie 1104	—	1	39. GOT A MATCH (BMI)—Daddy O's Have a Cigar (BMI)—Cabot 122	42	3
5. ENDLESS SLEEP (BMI)—Jody Reynolds Tight Capris (BMI)—Demon 1507	6	7	23. WHAT AM I LIVING FOR? (BMI)— Chuck Willis HANG UP MY ROCK AND ROLL SHOES (BMI)—Atlantic 1179	23	9	40. EL RANCHO ROCK (BMI)—Champs Midnighter (BMI)—Challenge 59007	41	6
6. PATRICIA (ASCAP)—Perez Prado Why Wait (BMI)—Vic 7245	12	3	24. JOHNNY B. GOODE (BMI)— Chuck Berry Around and Around (BMI)—Chess 1691	17	10	41. ONE SUMMER NIGHT (BMI)— Danleers Weelin' and a Dealin' (BMI)—Mercury 71322	—	1
7. SECRETLY (ASCAP)—Jimmie Rodgers MAKE ME A MIRACLE (ASCAP)— Roulette 4070	5	9	25. PADRE (ASCAP)—Toni Arden All at Once (ASCAP)—Dec 30628	19	7	42. CHANSON D'AMOUR (ASCAP)— Art and Dotty Todd Along the Trail With You (ASCAP)—Era 1064	32	12
8. SPLISH SPLASH (BMI)—Bobby Darin Judy, Don't Be Moody (BMI)—Atco 6117	13	3	26. HIGH SCHOOL CONFIDENTIAL (BMI)—Jerry Lee Lewis Fools Like Me (BMI)—Sun 296	22	6	43. DON'T GO HOME (BMI)—Playmates Can't You Get It Through Your Head (BMI)—Roulette 4072	39	3
9. RETURN TO ME (ASCAP)— Dean Martin Forgetting You (ASCAP)—Cap 3894	7	13	27. WEAR MY RING AROUND YOUR NECK (BMI)—Elvis Presley Doncha' Think It's Time (BMI)—Vic 7240	27	12	44. HE'S GOT THE WHOLE WORLD IN HIS HANDS (ASCAP)— Laurie London Handed Down (ASCAP)—Cap 3891	28	15
10. WITCH DOCTOR (ASCAP)— David Seville Don't Whistle at Me, Baby (ASCAP)— Liberty 55132	4	13	28. I WONDER WHY (ASCAP)— Dion and the Belmonts Teen Angel (ASCAP)—Laurie 3013	24	7	45. A CERTAIN SMILE (ASCAP)— Johnny Mathis Let It Rain (ASCAP)—Col 41193	—	1
11. DO YOU WANT TO DANCE? (BMI)— Bobby Freeman Big Fat Woman (BMI)—Josie 835	9	8	29. WILLIE AND THE HAND JIVE (BMI)—Johnny Otis Show Ring-A-Ling (BMI)—Cap 3966	36	2	46. KEWPIE DOLL (ASCAP)—Perry Como Dance Only With Me (ASCAP)—Vic 7202	38	12
12. JENNIE LEE (BMI)—Jan and Arnie Gotta Getta Date (BMI)—Arwin 108	8	7	30. NO CHEMISE, PLEASE (BMI)— Gerry Granahan Girl of My Dreams (ASCAP)—Sunbeam 102	25	4	47. BOOK OF LOVE (BMI)—Monotones You Never Loved Me (BMI)—Argo 5290	46	15
13. LOOKING BACK (BMI)—Nat King Cole Do I Like It (BMI)—Cap 3939	18	13	31. OOH! MY SOUL (BMI)—Little Richard TRUE, FINE MAMA (BMI)— Specialty 633	31	3	48. DOTTIE (BMI)— Danny and the Juniors In the Meantime (BMI)—ABC-Paramount 9926	49	2
14. TWILIGHT TIME (BMI)—Platters Out of My Mind (BMI)—Mer 71289	14	13	32. OH, LONESOME ME (BMI)— Don Gibson I Can't Stop Loving You (BMI)—Vic 7133	20	17	49. DING DONG (ASCAP)— McGuire Sisters Since You Went Away to School (BMI)— Coral 61991	50	3
15. PIC MAN (BMI)—Four Preps Stop, Baby (ASCAP)—Cap 3960	10	9	33. RUMBLE (BMI)— Link Wray and His Ray Men The Swag (BMI)—Cadence 1347	16	10	50. YOU'RE MAKING A MISTAKE (BMI)—Platters My Old Flame (ASCAP)—Mercury 71320	—	1
16. SUGAR MOON (BMI)—Pat Boone Cherie, I Love You (ASCAP)—Dot 115750	11	9	34. FOR YOUR LOVE (BMI)— Ed Townsend Over and Over Again (BMI)—Cap 3926	33	12	50. COME WHAT MAY (BMI)— Clyde McPhatter Let Me Know (BMI)—Atlantic 1185	—	1
17. FOR YOUR PRECIOUS LOVE (ASCAP)—Jerry Butler and Impressions Sweet Was the Wine (ASCAP)—Abner 1013	43	4	35. LEFT RIGHT OUT OF YOUR HEART (ASCAP)—Patti Page Longing to Hold You Again (ASCAP)— Mercury 71331	—	1	50. BEWITCHED (ASCAP)— Betty Smith Group Hand Jive (BMI)—London 1787	—	1
18. POOR LITTLE FOOL (BMI)— Ricky Nelson Don't Leave Me This Way (BMI)—Imperial 5528	—	1						

THIS WEEK'S BEST BUYS

Special telephone reports and/or chart action indicate these recent releases have either broken out in one or more key areas or have leaped onto the charts and have excellent potential for placing among the Top 30 of The Billboard's Best Selling Pop Singles in Stores chart. Action sides are listed in capital letters.

GINGER BREAD (Jinksip-Rambled, BMI)—Frankie Avalon—Chancellor 1021—BLUE BETTY (Criterion-Debmars, ASCAP)

EARLY IN THE MORNING (Royalty, ASCAP)—The Rinky-Dinks—Atco 6121—Now We're One (Portrait, BMI)

Both are previous Billboard Spotlight picks.

The following record, not previously selected as a Best Buy, is on the chart for the first time this week.

ONE SUMMER NIGHT (Addone, BMI)—The Danleers—Mercury 71322—Weelin' and Dealin' (Addone, BMI)



RECENT POP RELEASES COMING UP STRONG

FOR SURVEY WEEK ENDING JUNE 28

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Blue, Blue Day **Don Gibson**
(BMI) RCA Victor 7010

Enchanted Island **The Four Lads**
(ASCAP) Columbia 41194

The Singing Hills **Billy Vaughn**
(ASCAP) Dot 15771

MARCHING TO THE TOP OF ALL CHARTS

HI LI HI LO HI LUP UP UP UP

“LEFT
RIGHT

Out Of Your Heart”

(HI LI HI LO HI LUP UP UP)

MERCURY # 71331

BY

PATTI
PAGE



THE BIG HITS ARE ON

make
your
quick
change to
stereo
records
now!



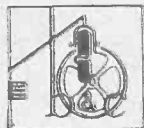
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& CUSTOM RECORD PLANT
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WESTBURY, L. I.
EDGEWOOD 4-4119

B&C manufactures 12" stereo and monaural records—from mastering to pressing—in one of the most modern and well-equipped plants in the industry.



Territorial Best Sellers

FOR SURVEY WEEK ENDING JUNE 28

The information given in this chart is based on actual sales to customers in a scientific sample of the nation's retail record outlets during the week ending on the date shown above. Sample design, sample size and all methods used in this continuing study of retail record sales are under the direct and continuing supervision and control of the School of Retailing of New York University.

TOP RECORDS LISTED ALPHABETICALLY BY TERRITORIES

BOSTON

Do You Want to Dance?
Bobby Freeman, Jos.
For Your Precious Love
Jerry Butler and the Impressions, Abn.
Looking Back, Nat King Cole, Cap.
One Summer Night, Donieers, Mer.
Patricia, Perez Prado, Vic.
Purple People Eater, Sheb Wooley, M-G-M
True, Fine Mama/Ooh! My Soul
Little Richard, Spe.
Yakety Yak, Coasters, Atco

CHICAGO

All I Have to Do Is Dream
Everly Brothers, Cdc.
Do You Want to Dance?
Bobby Freeman, Jos.
Don't Ask Me Why/Hard-Headed Woman
Elvis Presley, Vic.
Endless Sleep, Jody Reynolds, Dem.
For Your Precious Love
Jerry Butler and the Impressions, Abn.
I Wonder Why
Dion and the Belmonts, Lau,
Jennie Lee, Jan and Arnie, Arw.
Purple People Eater, Sheb Wooley, M-G-M
Yakety Yak, Coasters, Atco

DETROIT

All I Have to Do Is Dream
Everly Brothers, Cdc.
Big Man, Four Preps, Cap.
Endless Sleep, Jody Reynolds, Dem.
Purple People Eater, Sheb Wooley, M-G-M
Secretly, Jimmie Rodgers, Rit.
Splish Splash, Bobby Darin, Atco
Witch Doctor, David Seville, Lib.
Woodchopper's Ball, Hutch Davie, Atco

EAST TEXAS

Come What May, Clyde McPhatter, Atl.
Do You Want to Dance?
Bobby Freeman, Jos.
Endless Sleep, Jody Reynolds, Dem.
Flip Top Box
Dickey Doo and the Don'ts, Swan
Hard-Headed Woman, Elvis Presley, Vic.
Jennie Lee, Jan and Arnie, Arw.
Secretly, Jimmie Rodgers, Rit.
Yakety Yak, Coasters, Atco

FLORIDA

Cha Hua Hua, Eddie Platt, Gone
Do You Want to Dance?
Bobby Freeman, Jos.
No Chemsle, Please,
Gerry Granahan, Sunbeam
Purple People Eater, Sheb Wooley, M-G-M
When, Kalin Twins, Dec.
Willie and the Hand Jive
Johnny Otis Show, Cap.
Witch Doctor, David Seville, Lib.
Yakety Yak, Coasters, Atco

ALL TITLES ARE LISTED IN ALPHABETICAL ORDER

LOS ANGELES

All I Have to Do Is Dream
Everly Brothers, Cdc.
For Your Love, Ed Townsend, Cap.
Purple People Eater, Sheb Wooley, M-G-M
Return to Me, Dean Martin, Cap.
Rumble, Link Wray and His Ray Men, Cdc.
Secretly, Jimmie Rodgers, Rit.
Splish Splash, Bobby Darin, Atco
Witch Doctor, David Seville, Lib.
Yakety Yak, Coasters, Atco

NEW YORK AND NEWARK

All I Have to Do Is Dream
Everly Brothers, Cdc.
Patricia, Perez Prado, Vic.
Purple People Eater, Sheb Wooley, M-G-M
Return to Me, Dean Martin, Cap.
Secretly, Jimmie Rodgers, Rit.
Twilight Time, Platters, Mer.
Witch Doctor, David Seville, Lib.
Yakety Yak, Coasters, Atco

NORTHERN NEW YORK STATE

Chanson D'Amour
Art and Doty Todd, Era
Claudette/All I Have to Do Is Dream
Everly Brothers, Cdc.

SOUTHERN OHIO

All I Have to Do Is Dream
Everly Brothers, Cdc.
Do You Want to Dance?
Bobby Freeman, Jos.
Hard-Headed Woman/Don't Ask Me Why
Elvis Presley, Vic.
Johnny B. Goode, Chuck Berry, Chs.
Purple People Eater, Sheb Wooley, M-G-M
Return to Me, Dean Martin, Cap.
Splish Splash, Bobby Darin, Atco
Sugar Moon, Pat Boone, Dot
Yakety Yak, Coasters, Atco

WASHINGTON AND BALTIMORE

Blue Blue Day, Don Gibson, Vic.
Do You Want to Dance?
Bobby Freeman, Jos.
For Your Precious Love
Jerry Butler and the Impressions, Abn.
Hard-Headed Woman, Elvis Presley, Vic.
Patricia, Perez Prado, Vic.
Purple People Eater, Sheb Wooley, M-G-M
Secretly, Jimmie Rodgers, Rit.
Yakety Yak, Coasters, Atco

BOSTON

Crazy Love/Let the Bells Keep Ringing
Paul Anka, ABC-Para.
Patricia, Perez Prado, Vic.
Purple People Eater, Sheb Wooley, M-G-M
Splish Splash, Bobby Darin, Atco
Torero, Renate Carosone, Cap.
Yakety Yak, Coasters, Atco

NORTHERN OHIO

Don't Go Home, Playmates, Rit.
Endless Sleep, Jody Reynolds, Dem
Jennie Lee, Jan and Arnie, Arw.
Purple People Eater, Sheb Wooley, M-G-M
Sugar Moon, Pat Boone, Dot
What Am I Living For? Chuck Willis, Atl.
Witch Doctor, David Seville, Lib.
Yakety Yak, Coasters, Atco

NORTHWEST

All I Have to Do Is Dream
Everly Brothers, Cdc.
Hard-Headed Woman, Elvis Presley, Vic.
Jennie Lee, Jan and Arnie, Arw.
Purple People Eater, Sheb Wooley, M-G-M
Rumble, Link Wray and His Ray Men, Cdc.
Secretly, Jimmie Rodgers, Rit.
Witch Doctor, David Seville, Lib.
Yakety Yak, Coasters, Atco

PHILADELPHIA

All the Time/Teacher, Teacher
Johnny Mathis, Col.
Endless Sleep, Jody Reynolds, Dem.
Hard-Headed Woman/Don't Ask Me Why
Elvis Presley, Vic.
Patricia, Perez Prado, Vic.
Purple People Eater, Sheb Wooley, M-G-M
Secretly, Jimmie Rodgers, Rit.
Splish Splash, Bobby Darin, Atco
Yakety Yak, Coasters, Atco

ST. LOUIS AND KANSAS CITY

Do You Want to Dance?
Bobby Freeman, Jos.
Endless Sleep, Jody Reynolds, Dem.
Got a Match? Daddy-O's, Cab.
Hard-Headed Woman, Elvis Presley, Vic.
Jennie Lee, Jan and Arnie, Arw.
Purple People Eater, Sheb Wooley, M-G-M
Rumble, Link Wray and His Ray Men, Cdc.
Yakety Yak, Coasters, Atco

SAN FRANCISCO AND OAKLAND

For Your Love, Ed Townsend, Cap.
For Your Precious Love
Jerry Butler and the Impressions, Abn.
Hard-Headed Woman, Elvis Presley, Vic.
Looking Back, Nat King Cole, Cap.
Patricia, Perez Prado, Vic.
Purple People Eater, Sheb Wooley, M-G-M
Splish Splash, Bobby Darin, Atco
Willie and the Hand Jive
Johnny Otis Show, Cap.
Yakety Yak, Coasters, Atco

the Original

the Established Hit

and

ATCO has it!

EARLY IN THE MORNING

written by Bobby "Splish Splash" Darin

Atco 6121

by

THE RINKY-DINKS

(formerly the Ding Dongs)

3 IN A ROW FOR

ATCO

157 West 57th St., New York 19, N. Y.

YAKETY YAK
SPLISH SPLASH
EARLY IN THE MORNING

Most Played by Jockeys

FOR SURVEY WEEK ENDING JUNE 28

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throught the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys. The reverse side of each record is also listed.

This Week		Last Week	Weeks on Chart
1.	PURPLE PEOPLE EATER (BMI)—Sheb Wooley... I Can't Believe You're Mine (ASCAP)—M-G-M 12651	1	6
2.	ALL I HAVE TO DO IS DREAM (BMI)— Everly Brothers... Claudette (BMI)—Cadence 1348	2	11
3.	YAKETY YAK (BMI)—Coasters... Zing! Went the Strings of My Heart (ASCAP)—Aico 6116	5	4
4.	SECRETLY (ASCAP)—Jimmye Rodgers... Make Me a Miracle (ASCAP)—Roulette 4070	4	8
5.	RETURN TO ME (ASCAP)—Dean Martin... Forgetting You (ASCAP)—Cap 3894	6	14
6.	SUGAR MOON (BMI)—Pat Boone... Cherie, I Love You (ASCAP)—Dot 15750	8	9
7.	BIG MAN (BMI)—Four Preps... Stop! Baby (ASCAP)—Cap 3960	3	10
8.	ENDLESS SLEEP (BMI)—Jody Reynolds... Tight Capris (BMI)—Demon 1507	7	5
9.	WHAT AM I LIVING FOR? (BMI)—Chuck Willis... Hang Up My Rock and Roll Shoes (BMI)—Atlantic 1179	9	8
10.	HARD HEADED WOMAN (ASCAP)—Elvis Presley... Don't Ask Me Why (ASCAP)—Vic 7280	23	2
11.	DO YOU WANT TO DANCE? (BMI)— Bobby Freeman... Big Fat Woman (BMI)—Josie 835	12	5
12.	TWILIGHT TIME (BMI)—Platters... Out of My Mind (BMI)—Mercury 71289	10	14
13.	PATRICIA (ASCAP)—Perez Prado... Why Wait? (BMI)—Vic 7245	13	2
14.	SPLISH SPLASH (BMI)—Bobby Darin... Judy, Don't Be Moody (BMI)—Aico 6117	—	1
15.	PADRE (ASCAP)—Toni Arden... All at Once (ASCAP)—Dec 30628	18	4
16.	LOOKING BACK (BMI)—Nat King Cole... Do I Like It? (BMI)—Cap 3939	21	9
17.	WITCH DOCTOR (ASCAP)—David Seville... Don't Whistle at Me, Baby (ASCAP)—Liberty 55132	11	13
18.	GUESS THINGS HAPPEN THAT WAY (BMI)— Johnny Cash... Come In, Stranger (BMI)—Sun 295	—	2
19.	YOU NEED HANDS (ASCAP)—Eydie Gorme... Dormi, Dormi, Dormi (ASCAP)—ABC-Paramount 9925	14	7
20.	WHEN (ASCAP)—Kalin Twins... Three o'Clock Thrill (BMI)—Dec 30642	15	2
21.	LEFT RIGHT OUT OF YOUR HEART (ASCAP)— Patti Page... Longing to Hold You Again (ASCAP)—Mercury 71331	15	2
22.	OH, LONESOME ME (BMI)—Don Gibson... I Can't Stop Loving You (BMI)—Vic 7133	—	11
23.	FOR YOUR LOVE (BMI)—Ed Townsend... Over and Over Again (BMI)—Cap 3926	—	5
24.	JENNIE LEE (BMI)—Jan and Arnie... Gotta Getta Date (BMI)—Arwin 108	17	6
25.	FOR YOUR PRECIOUS LOVE (ASCAP)— Jerry Butler and the Impressions... Sweet Was the Wine (ASCAP)—Abner 1013	—	1
25.	DON'T ASK ME WHY (ASCAP)—Elvis Presley... Hard Headed Woman (ASCAP)—Vic 7280	—	1

Bowen
Bustin'
Big with

by the light
of the
silvery
moon

R-4083



JIMMY
BOWEN

A Sound Bet . . . Buy



THIRD STRAIGHT HIT

"VACATION TIME"

by **CHUCK BERRY**

Chess 1697

★ ★ ★ ★

"TOM FOOLERY"

by **THE MONOTONES**

Argo 5301

★ ★ ★ ★

"HUSH YO' MOUTH"

by **BO DIDDLEY**

★ ★ ★ ★

"YOU GOT ME WHISTLING"

b/w

"All Night Long"

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"THE ONLY MAN ON THE ISLAND"

b/w A. Toujours with Frank DeVol and his orchestra 4-41135



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COLUMBIA



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JULY 1st THRU AUGUST 15th

BUY 10—GET 1 FREE!

BUY 25—GET 3 FREE!

BUY 50—GET 7 FREE!

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100% EXCHANGE PRIVILEGE TOWARDS STEREO-DISCS!

WORLD-PACIFIC extends 100% EXCHANGE privilege on its entire line towards STEREO-DISCS. Any 12" WORLD-PACIFIC LPs purchased on this SUMMER SALES PLAN may be exchanged for WORLD-PACIFIC STEREO-DISCS 60 days after date of purchase.

NOTE: WORLD-PACIFIC will have at least TEN (10) STEREO-DISCS available before the end of 1958—at least FOUR (4) of these will be available by the end of the SUMMER SALES PLAN.

WORLD-PACIFIC GUARANTEES THE PRICE OF ITS ENTIRE LINE!

Some Dealers fear the possibility that some lines may reduce their prices thereby reducing the value of their inventory. Dealers need have no fear of this from WORLD-PACIFIC—we will GUARANTEE the price of our entire line for a minimum of 90 day.

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DEMMON DIST.

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Fresno

COLORADO

PAN AMERICAN DIST.
2061 Champa St.
Denver

CONNECTICUT

EASTERN DIST.
777 Connecticut Blvd.
Hartford

FLORIDA

PAN AMERICAN DIST.
3401 N.W. 36th St.
Miami

GEORGIA

SOUTHLAND DIST.
441 Edgewood Ave. S.E.
Atlanta

ILLINOIS

FRUMKIN SALES
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Chicago

LOUISIANA

WORLD-WIDE DIST.
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New Orleans

MARYLAND & D.C.

GENERAL DIST.
2329 Pennsylvania Ave.
Baltimore

MASSACHUSETTS

RECORDS, INC.
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Boston

MICHIGAN

CADET DIST.
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N.P. Industrial Site
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ESSEX DIST.
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New York

LEONARD SMITH, INC.

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Buffalo

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OKLAHOMA

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Memphis

MUSIC CITY DIST.

80 Lafayette St.
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Top 100 Sides

FOR SURVEY WEEK ENDING JUNE 28

This is a tabulation of dealer individual record sales listed according to the specific side requested by customers. No attempt is made to add sides together to reflect actual record sales. This is, therefore, a tabulation of sides or songs, and not records. This is the reason for any possible variation that occurs between the top 50 sides as reflected in this chart, and the top 50 record sellers as reflected in the "Best Sellers in Stores" chart.

Pos.	Song, Artist Label	Last Week
1.	THE PURPLE PEOPLE EATER, Sheb Wooley, M-G-M	1
2.	YAKETY YAK, Coasters, Atco	2
3.	HARD HEADED WOMAN, Elvis Presley, Victor	15
4.	ALL I HAVE TO DO IS DREAM, Everly Brothers, Cadence	3
5.	ENDLESS SLEEP, Jody Reynolds, Demon	5
6.	PATRICIA, Perez Prado, Victor	12
7.	SPLISH SPLASH, Bobby Darin, Atco	13
8.	RETURN TO ME, Dean Martin, Capitol	6
8.	SECRETLY, Jimmie Rodgers, Roulette	7
10.	WITCH DOCTOR, David Seville, Liberty	4
11.	DO YOU WANT TO DANCE? Bobby Freeman, Josie	9
12.	JENNIE LEE, Jan and Arnie, Arwin	8
13.	LOOKING BACK, Nat King Cole, Capitol	18
14.	TWILIGHT TIME, Platters, Mercury	14
15.	BIG MAN, Four Preps, Capitol	10
16.	SUGAR MOON, Pat Boone, Dot	11
17.	FOR YOUR PRECIOUS LOVE, Jerry Butler and the Impressions, Abner	41
18.	POOR LITTLE FOOL, Ricky Nelson, Imperial	26
18.	WHEN, Kalin Twins, Decca	50
20.	REBEL-ROUSER, Duane Eddy, Jamie	17
21.	JOHNNY B. GOODE, Chuck Berry, Chess	19
22.	PADRE, Toni Arden, Decca	21
23.	HIGH SCHOOL CONFIDENTIAL, Jerry Lee Lewis, Sun	24
24.	WEAR MY RING AROUND YOUR NECK, Elvis Presley, Victor	22
25.	I WONDER WHY, Dion and the Belmonts, Laurie	27
25.	GUESS THINGS HAPPEN THAT WAY, Johnny Cash, Sun	33
27.	WILLIE AND THE HAND JIVE, Johnny Otis Show, Capitol	23
28.	NO CHEMISE, PLEASE, Gerry Granahan, Sunbeam	29
28.	WHAT AM I LIVING FOR? Chuck Willis, Atlantic	20
30.	OH, LONESOME ME, Don Gibson, Victor	16
31.	RUMBLE, Link Wray and His Ray Men, Cadence	29
31.	FOR YOUR LOVE, Ed Townsend, Capitol	66
33.	LEFT RIGHT OUT OF YOUR HEART, Patti Page, Mercury	33
34.	ZORRO, Chordettes, Cadence	31
35.	TORERO, Renate Carosone, Capitol	38
35.	YOU NEED HANDS, Eydie Gorme, ABC-Paramount	32
37.	LEROY, Jack Scott, Carlton	61
37.	MY TRUE LOVE, Jack Scott, Carlton	35
39.	OOH! MY SOUL, Little Richard, Specialty	40
40.	GOT A MATCH, Daddy-O's, Cabot	39
41.	EL RANCHO ROCK, Champs, Challenge	28
42.	CHANSON D'AMOUR, Art and Dotty Todd, Era	54
42.	ONE SUMMER NIGHT, Danleers, Mercury	36
44.	DON'T GO HOME, Playmates, Roulette	25
45.	HE'S GOT THE WHOLE WORLD IN HIS HANDS, Laurie London, Capitol	76
46.	A CERTAIN SMILE, Johnny Mathis, Columbia	36
47.	KEWPIE DOLL, Perry Como, Victor	45
47.	BOOK OF LOVE, Monotones, Argo	48
47.	DING DONG, McGuire Sisters, Coral	48
47.	DOTTIE, Danny and the Juniors, ABC-Paramount	66
51.	YOU'RE MAKING A MISTAKE, Platters, Mercury	76
51.	BEWITCHED, Betty Smith, London	76
51.	COME WHAT MAY, Clyde McPhatter, Atlantic	44
54.	YOU, Aquatones, Fargo	46
54.	(IT'S BEEN A LONG TIME) PRETTY BABY, Gino and Gina, Mercury	85
54.	BLUE BLUE DAY, Don Gibson, Victor	85
54.	TALK TO ME, TALK TO ME, Little Willie John, King	42
58.	DON'T ASK ME WHY, Elvis Presley, Victor	47
58.	I LOVE YOU SO, Chantels, End	50
58.	CHA HUA HUA, Pets, Arwin	82
58.	TO BE LOVED, Jackie Wilson, Brunswick	61
62.	SHIEK OF ARABY, Lou Monte, Victor	42
63.	THE BIRD ON MY HEAD, David Seville, Liberty	50
63.	Flip Top Box, Dickey Doo and the Don'ts, Swan	57
65.	YOU'D BE SURPRISED, Kathy Linden, Felsted	91
65.	RAVE ON, Buddy Holly, Coral	88
65.	ENCHANTED ISLAND, Four Lads, Columbia	42
68.	TRUE, FINE MAMA, Little Richard, Specialty	66
69.	ALL THE TIME, Johnny Mathis, Columbia	82
69.	HANG UP MY ROCK AND ROLL SHOES, Chuck Willis, Atlantic	54
69.	SINGING HILLS, Billy Vaughn, Dot	58
72.	LET THE BELLS KEEP RINGING, Paul Anka, ABC-Paramount	66
72.	I'M SORRY I MADE YOU CRY, Connie Francis, M-G-M	61
72.	MARCH FROM THE RIVER KWAI AND "COLONEL BOGEY," Mitch Miller, Columbia	66
75.	GOT A MATCH, Frank Gallup, ABC-Paramount	66
75.	COME IN, STRANGER, Johnny Cash, Sun	72
75.	MOONLIGHT BAY, Drifters, Atlantic	76
75.	BEWILDERED, Mickey and Sylvia, Vik	61
79.	LITTLE MARY, Fats Domino, Imperial	66
79.	YOUNG AND WARM AND WONDERFUL, Tony Bennett, Columbia	72
79.	JUST MARRIED, Marty Robbins, Columbia	76
79.	TRY THE IMPOSSIBLE, Lee Andrews and the Hearts, United Artists	76
79.	JENNIE LEE, Billy Ward, Liberty	58
84.	INDIAN LOVE CALL, Ernie Freeman, Imperial	61
85.	DREAM, Betty Johnson, Atlantic	72
85.	I KNOW WHERE I'M GOIN', George Hamilton IV, ABC-Paramount	85
85.	LITTLE PIXIE, Moe Koffman Quartet, Jubilee	91
88.	MAKE ME A MIRACLE, Jimmie Rodgers, Roulette	76
88.	WE BELONG TOGETHER, Robert and Johnny, Old Town	82
90.	SKINNY MINNIE, Bill Haley and His Comets, Decca	91
91.	LAZY MARY, Lou Monte, Victor	96
91.	BILLY, Kathy Linden, Felsted	96
91.	TEACHER'S PET, Doris Day, Columbia	56
94.	CRAZY LOVE, Paul Anka, ABC-Paramount	58
94.	TEACHER, TEACHER, Johnny Mathis, Columbia	76
94.	SICK AND TIRED, Fats Domino, Imperial	94
97.	A VERY PRECIOUS LOVE, Ames Brothers, Victor	88
97.	WHO'S SORRY NOW? Connie Francis, M-G-M	88
99.	CLAUDETTE, Everly Brothers, Cadence	96
99.	CHA HUA HUA, Eddie Platt, Gone	96

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RED HOT! BLUE BLUE DAY
 BLUE BLUE DAY BLUE BLUE
 BLUE DAY BLUE BLUE DAY
 DAY BLUE BLUE DAY BLUE
 BLUE BLUE DAY BLUE BLUE
 LUE DAY **DON GIBSON SINGS**
 DAY **BLUE BLUE DAY** 47/20-7010 AY
 E BLUE DAY **ON RCA VICTOR**
 BLUE BLUE BLUE DAY
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• Best Selling Sheet Music in U. S.

Tunes are ranked in order of their current national selling importance at the sheet music jobber level.

This Week	Last Week	Weeks on Chart
BEST SELLING SHEET MUSIC IN U. S.—C		
1. ALL I HAVE TO DO IS DREAM (Acuff-Rose)	1	11
2. RETURN TO ME (Southern)	2	12
3. PURPLE PEOPLE EATER (Cordial)	4	5
4. HE'S GOT THE WHOLE WORLD IN HIS HANDS (Chappell)	3	15
5. SECRETLY (Planetary)	6	7
6. PADRE (Jungnickle)	10	7
7. TWILIGHT TIME (Porgie)	5	12
8. SUGAR MOON (Gallatin)	7	9
9. WITCH DOCTOR (Monarch)	8	10
10. YOU NEED HANDS (Leeds)	—	2
11. BIG MAN (Beechwood)	9	5
12. LEFT RIGHT OUT OF YOUR HEART (Shapiro-Bernstein)	—	1
13. CHANSON D'AMOUR (Meadowlark)	11	11
14. YOUNG AND WARM AND WONDERFUL (Frank)	—	1
15. A CERTAIN SMILE (Miller)	14	2

• Best Selling Pop Records in Britain

(For week ending June 28)

Printed thru the courtesy of the "New Musical Express," Britain's Foremost Musical Publication.

• Best Selling Sheet Music in Britain

(For week ending June 28)

A cabled report from the Music Publishers' Association, Ltd., London. List is based upon their weekly survey of England's leading music dealers. American publishers in parenthesis.

It was impossible to obtain these reports in time for this issue.

• Tunes With Greatest Radio-TV Audience

Tunes, listed alphabetically, have the greatest audiences on network station programs in New York, Chicago and Los Angeles. Lists are based on John G. Peatman's copyrighted Audience Coverage Index.

A letter from Mr. John C. Peatman, President of the Office of Research, Inc., dated June 13, 1958, announced that the Peatman Audience Coverage Index report has suspended publication.

The announcement stated:

"Altho we long have had the moral support of many music publishers and of other persons and organizations concerned with popular music, we find our financial resources insufficient for us to continue.

"Most of our current subscribers are charter subscribers, having been with us since 1952. To them especially we express our appreciation for their continued interest in and use of our Surveys over these past six years."

In view of this announcement, The Billboard chart based upon the Peatman surveys no longer will appear in this space.

CLUBS, DISCOUNTERS LA DISQUE FRANCE FOES

PARIS—Record clubs and cut-rate disk outfits—as in America—are also the "grand enemies" of old-line dealers in France, according to M. Lion, who operates the Sinfonia here, one of the biggest retail record stores in France.

Stores (called "20 per cent stores" because they sell disks for 20 per cent less) are doing thriving mail-order (via foreign radio spots, etc.) and counter business with emphasis on the former medium, thereby saving from 10 to 15 per cent on tariff. At the same time, said Lion, some French record clubs have started to press records under their own label, thus avoiding registration taxes. Many established French artists, he claimed, have recorded for these club labels under assumed names.

The record business in France, noted Lion, is geared to age groups altho buying habits differ from those of U. S. disk customers. For example, Lion opined, French record buyers are mainly pop and jazz customers until they marry, at which time they become classical fans "starting with Bach or Mozart."

From 30 to 50 years of age, Lion said, they remain strong classical record fans. After 60, tho, he remarked, they usually retire to the country with their TV sets and seldom buy additional albums for their record libraries. French girls' record tastes mature faster than those of French boys, according to Lion, who said: "At 14 the girls look 19 and by 19 they are adults, while the boys stay big

babies until they are 28." In line with this, Lion said, his under-25-years-old customers "largely wear blue jeans."

There is a new record fad among French kids "under 20," said Lion, which he calls "bagarre sexy." It features disks by unknown artists with such titles as "Bats-moi, Cherie!" ("Hit Me, Darling,") "Mon Gigolo," "Whiskey a Gogo," etc. French dealers obtain these platters, avered Lion "from people who live in foreign countries, particularly America."

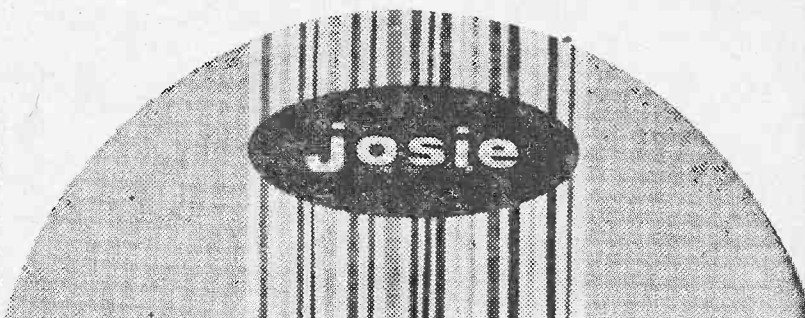
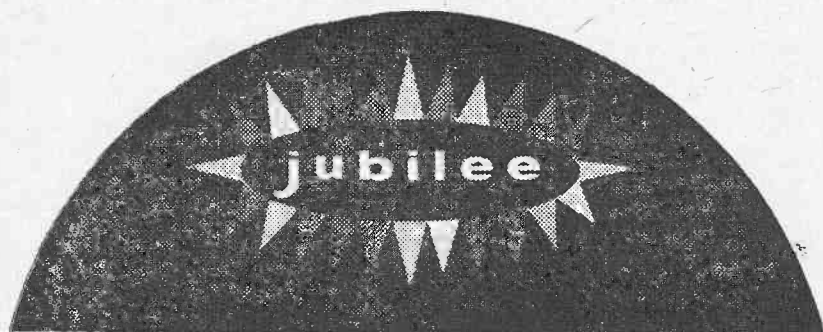
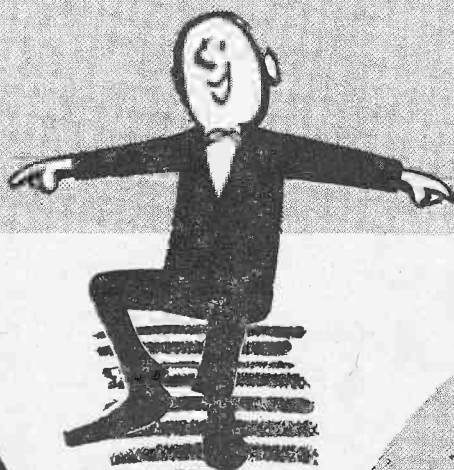
A recent innovation in French theaters, the dealer said, involves the use of record listening booths in the lobby, which patrons may use to listen to records during intermission time or while waiting for seats.

Paul Anka—described by Lion as the "new Presley"—is a hot U. S. artist in France right now. The dealer said American "jazz records" are his biggest pop sellers, but classical accounts for 30 per cent of his dollar volume.

Jazz Impresario, Lou Blum, Passes

NEW YORK — Jazz promoter Lou Blum passed away last week at the age of 50. L. Blum, who was associated with the Commodore Music Shop in New York, had presented jazz concerts at the Glen Island Casino on Long Island, and at the Stuyvesant Casino in this city. He was also associated at one time with Bobby Mellin as a publisher.

2 for 2 MILLION HITS



DELLA REESE

BOBBY FREEMAN

I WISH

b/w

**YOU GOTTA
LOVE
EVERYBODY**

JUBILEE 5332

**BETTY LOU GOT
A NEW PAIR
OF SHOES**

b/w

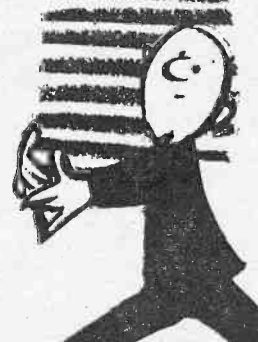
STARLIGHT

JOSIE 841

The Funniest Record
of the Year!
"DELICIOUS"
by
JIM BACKUS
Jubilee #5330

CURRENT

BEST SELLERS



On Jubilee
"BABY, JE VOUS AIME"
Bob Miller, Jubilee #5325

"IT'S MY HEART"
"KISS THE PRETTY GIRL TWICE"
Sticks and Bricks, Josie #839

Everyone out to sell more records and equipment will want to be absolutely sure to be represented in the July 21 Billboard. It's the NAMM CONVENTION ISSUE . . . wraps up the whole business of music merchandising . . . and gives dealers the low-down on how to develop more sales! Don't miss it!

VOX JOX

• Continued from page 8

market, why bother?' I always thought the key to sales was a wide business."

F. William Houghtaling, program director of KTUT, Tooele, Utah, writes, "With a virtually captive audience in our area, we feel we are in a position to help make the musical taste of our audience and certainly hold a potential for helping to promote new releases. . . . We realize that the big city boys consider stations like ours as out in the boon-docks—but there are a lot of boon-dock markets which added together make quite an area of promotional activity. There must be some way to convince some of the record companies that (1) stations like KTUT are willing to co-operate in promoting new records, and (2) that we can help sell records by doing so."

One of the most interesting "urgent wax wanted" letters unfortunately came from a jockey who didn't wish us to use his name. However, he did consent to an anonymous quote as follows: "Bob Rolontz's recent article (see The Billboard May 26) was all about how the head of an independent diskery was crying in his beer, because of the payola that has to be made to some of the jocks in the larger cities. Very sad. However, I doubt if jockeys or station personnel, in stations large or small, will feel very sorry for the gent.

"He's a distant relative of the independent distributors who won't have anything to do with sending records to a station in any city with less than 100,000 population. . . . In a small market we wind up paying for almost every record we play, because guys like that crying gentleman make it tough as hell for any station to come up with the life blood—the full selection of disks necessary to maintain a station. So if some of our 'bigger brothers' get some fancy payola, well, just excuse me if I fail to shed a tear.

"Frankly, if and when I ever make it, and get into a big enough market, I don't know how I'll be about payolas, but I know damned well I'm not going to knock myself out to do them any special favors. I'll be remembering how I had to knock myself out to get records from them for the smaller markets. So to you name jocks in the bigger cities, may I borrow an old Yiddish expression—Mazeltoy."

CHANGE OF THEME: Norman Wain, program director of

WDOK, Cleveland, has returned to his former afternoon stint on "Album Merry-Go-Round." New WDOK schedule is as follows: Howie Lund, 6-9 a.m.; Walt Henrich, 9-11 a.m.; Wayne Mack, 11 a.m.-3 p.m.; Wain, 3-6 p.m. . . . Bill Brant, formerly with WAMP, Pittsburgh, has joined WEDO, McKeesport, Pa., as program director and morning deejay.

Dick (Ricardo) Sugar, WNTA, Newark, N. J., will originate his Friday and Saturday 8-9 p.m. show from the Beach, L. I., thruout the summer. . . . Mel Leeds, program director of WINS, New York, married Virginia Collins last Saturday (29). To celebrate the event, the station served champagne to picketing WINS deejays (outside in front of the station) who went on strike a couple of weeks ago. . . . Chuck Brinkman, formerly with WBRB, Mt. Clemens, Mich., has joined WJW, Cleveland, his hometown.

Jerry Miller, ex-spinner at KONO, San Antonio, has joined KMYR, Denver, as early morning deejay. . . . Everett Tunson has resigned from WRIT, Milwaukee, to investigate the New York radio market. . . . Bill Davis is new jockey at KONO, San Antonio. . . . Part-time jock Jay Adams has become a full-time spinner over KRIZ, Phoenix, Ariz., replacing Jim Titus in the midnight to 6 a.m. time slot. Titus has taken over the 9-11 a.m. and 1-3 p.m. time periods.

Gene Spry, formerly assistant manager of KPHO, Phoenix, Ariz., has been appointed station manager of that outlet. . . . Boo Sanders, KCMO, Kansas City, Mo., celebrated his first anniversary as "The Musical Timekeeper" last month. During National Radio Month recently Sanders' mail count was the highest of KCMO's 13-jockey roster. He pulled 8,000 post cards more than his nearest rival — accounting for 26 per cent of the station total—or more than 32,437 cards.

Off Again, On Again, Off Again, Finigan

NEW YORK — Dick Clark has pulled out of his Labor Day week booking at the Brooklyn Paramount Theater here and the Paramount chain has been sounding out Alan Freed to bring in a rock and roll show for the holiday week. As far as could be ascertained at press time, Freed had not yet

BURGEONING!

"MAMA LOOCHIE"

by

LEE DIAMOND
VeeJay 272

MUSHROOMING!

"I KNOW IT'S A SIN"

by

JIMMY REED
VeeJay 287

SKYROCKETING!

"I DON'T KNOW WHY"

by

GENE ALLISON
VeeJay 286

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FRANKIE AVALON

sings

GINGERBREAD *b/w* **BLUE BETTY**

C-1021

FABIAN *sings* **I'M IN LOVE**

C-1020

Fargo's Fast-Moving Finds!

FARGO

THE AQUATONES

sing

SO FINE *b/w*

SAY YOU'LL BE MINE

F-1002

Hunt's Hottest!

HUNT

TOM & JERRY

sing

DON'T SAY GOODBYE **H-319**

MILTON SPARKS

sings

VOICE OF LOVE *b/w* **A CERTAIN SMILE** **H-320**

Colonial Digs Doug - And So Do The Kids!



DOUG FRANKLIN

sings

MY LUCKY LOVE

CR-7777

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THE BILLBOARD'S WEEKLY

Tips on Coming Tops

THE RECORD INDUSTRY'S MOST COMPLETE GUIDE TO FUTURE BEST SELLING POP SINGLES

• Review Spotlight on . . .

POP RECORDS

PERRY COMO . . . RCA Victor 7274 MOON TALK
(Roncom, ASCAP)

BEATS THERE A HEART SO TRUE (Kahl, BMI)

"Moon Talk" is a cute ranchero-type, and Como presents the attractive song with his usual, relaxed mastery. "Beats There a Heart, So True" is a poignant ballad that is warmly read by the artist with lush ork support. Both are strong contenders.

NAT KING COLE . . . Capitol 4004 NOTHING IN THE WORLD
(Sweco-Eden, BMI)

COME CLOSER TO ME (Peer Intl., BMI)

Two fine sides by the chanter. Top side is a lovely new ballad with soft piano featured in the romantic ork support. It's a strong warbling stint that has a hit sound. "Come Closer" is a Latin-tempo ballad that is also rendered with a money sound. Either can score.

TONY & JOE . . . Era 1075 THE FREEZE
(Warman, BMI)

The duo presents the rocking, pounding side vigorously. "The Freeze" is a new dance craze that calls for several breaks during the dance. It's catching on with the kids, so the side bears watching. Flip, "Gonna Get a Little Kissin' Tonight" is an up-tempo effort (Hilliary, BMI).

BILL HALEY & HIS COMETS . . . Decca 30681 DON'T NOBODY MOVE
(Northern, ASCAP)

LEAN JEAN (Seabreeze, BMI)

Two great sides that could be successful follow-ups to Haley's hit "Skinny Minnie." "Don't" is a catchy danceable side—a freeze. Flip, "Lean Jean," is a rocker with a driving beat. New sound by the crew can continue to find favor.

DJ PROGRAMMING

DON COSTA ORK AND CHORUS . . . ABC-Paramount 9943 (ALMOST IN YOUR ARMS) LOVE SONG FROM "HOUSEBOAT"
(Paramount, ASCAP)

Neat arrangement of the pretty flick theme is in a danceable groove. Muted trumpet with vibes and rhythm accompaniment are featured. There are several versions of the tune, but this treatment appears the most spinnable. Flip, "Bing, Bang, Bong," is a cheerful novelty that is handled by the chorus (Paramount, ASCAP).

Week in and week out you'll find more news, more record reviews, more advertising on the fast-moving record business in The Billboard, the communications center of the music industry.

• Reviews of New Pop Records

RENATO CAROSONE
'O Russo E 'A Rossa 80
CAPITOL 71121—Showmanly warbling stint by Carosone on appealing, happy Italian folk novelty. Carosone has a big one right now, and this should grab off spins on basis of current hit. (Beechwood, BMI)
Joey's Song . . . 76
Attractive instrumental theme—also cut by Joe Reisman a few months ago—is accorded rich treatment. Strong jockey side. (Shapiro-Bernstein, ASCAP)

GOGI GRANT
Marjolaine 78
RCA VICTOR 7294—Bouncy side with lyrics set to the melody of "Soldier Boy" gets a good reading from the thrush. Bright side could take off. (Bourne, ASCAP)
Strange Are the Ways of Love . . . 77
Tune from the coming movie, "The Young Land," has a "Restless Wind" flavor. Chorus backing assists. Side bears watching. (Feist, ASCAP)

DELLA REESE
You Gotta Love Everybody 78
JUBILEE 5332—Happy vocal by Miss Reese on a spiritual-type medium beat tune with cheerful group support. It can move. (Morris, ASCAP)
I Wish . . . 76
Pretty reading of a waltz with big ork and chorus support. This can start something. (A.M.C., ASCAP)

FOUR ACES
Two Arms, Two Lips, One Heart! . . . 77
DECCA 30695—A march tempo job has a feeling of the current Patti Page hit. On strength of interest in that styling, this could easily attract spins. Should be watched. (Marks, BMI)

Heartache in Costume . . . 76
A medium-beater, with big mixed chorus backing the boys. Tune gets a heavily belted reading, and the side has a snappy rhythm. Boys sound like a group of Italian operatic cats on this one. Side could step out. (Swan, ASCAP)

JIM SWEENEY
Sick, Sick, Sick 77
COLUMBIA 41201—Warm reading on strong rocker with infectious beat. (Acuff-Rose, BMI)
Gonna Find My Sweetheart . . . 76
Pretty ballad sung tenderly by Sweeney. Both sides merit play. (Acuff-Rose, BMI)

FERLIN HUSKY
I Feel That Old Heartache Again . . . 77
CAPITOL 4000—Husky sings this most attractive ballad with a lot of feeling backed by a chorus and a good arrangement. It is a real tear-jerker and could get action in pop and country marts. (Cedarwood, BMI)
I Saw God . . . 74

A warm and sincere reading of a new sacred effort by Husky. He is helped by a girl's chorus in the background. Should appeal to sacred fans. (Central, Songs, BMI)

H. B. BARNUM
Tia Juana 76
IMPERIAL 5530—Swinging instrumental is on the "Tequila" kick. Good sound with Mexican dialect in spots. (Robin Hood, ASCAP)
Blue Mood . . . 73
Slow blues instrumental has a strong down-to-earth quality. Flip appears top side. (Robin Hood, ASCAP)

THE JONAH JONES QUARTET
Ballin' the Jack 76
CAPITOL 3999—On this side the Jones crew performs the fine oldie neatly, handling it like an insinuating blues effort and a slow tempo that gives each musician a chance to shine. Two good sides. (Marks, BMI)
Slowly But Surely . . . 72

The Jonah Jones quartet comes thru with a strong instrumental version of a snappy tune, with Jones' trumpet in lead over a bright shuffle beat. Good jock wax. (Massey, ASCAP)

THE ORIGINAL CASUALS
Three Kisses Past Midnight 75
BACK BEAT 514—Slow ballad sung feelingfully by lads. (Lion, BMI)
It's Been a Long Time Girl . . . 75
Medium-tempo effort warbled pleasingly by group. Merits spins. (Lion, BMI)

GENE NASH
See-Saw 75
CAPITOL 4001—Pretty ballad is given a Mathis-type vocal by Nash with lush ork backing. Good jockey side. It might move, if plugged. (Hinskip, BMI)
I Want a Love . . . 75
Good, soft reading of a lovely theme with romantic ork support. Potential appears similar to flip. (Enterprise, ASCAP)

RUSS REGAN
Junior, Junior, Junior 76
CORVETTE 1002—The "Purple People Eater's" mother pleads with her son to return to space in this amusing novelty. Laura Lane does good job as PPE's ma. Solid jockey and kiddie wax. (Melba & Brad-Mar, BMI)
I Never Knew . . . 68
Personable vocalizing on bouncy Latin-flavored ditty with rock tempo. Flip, tho, has stronger chance. (Melba & Brad-Mar, BMI)

JILL COREY
Wherefore Art Thou, Romeo! 78
COLUMBIA 41202—Minuet in mild rock rhythm with harpsichord backing. Personable vocal by gal on clever Bob Allen lyric. Interesting jockey side. (Korwin, ASCAP)
Big Daddy . . . 74
Pert-thrushing stint on honky-tonkish pop-styled blues. (Empress, ASCAP)

DOMENICO MODUGNO
Mariti in Citta 75
DECCA 30677—Mambo is given a spirited whirl with Spanish lyric. Chanter should please Latin market. (BIEM, ASCAP)
Nel Blu Dipinto Di Blu . . . 74
Ballad with bilingual lyric is handled warmly by Modugno. (Robbins, ASCAP)

THE FIVE KEYS
Handy Andy 75
CAPITOL 4009—Cute tune with an infectious beat receives a brisk reading by the group. Good prospects. (Kahl, BMI)
Emily Please . . . 74
Pretty ballad is handled with touching honesty by the lead. Group backing helps. This, too, can move. (Bourne, ASCAP)

TONI CARROLL
I've Never Felt This Way Before . . . 75
M-G-M 12679—Medium tempo ballad is performed in good style by thrush, helped by a male chorus in the backing. Could get spins. (Cranford, BMI)
You Belong to Me . . . 73
The Jo Stafford hit of a few years ago receives an okay vocal from Toni Carroll backed by a chorus and a combo with a beat. (Ridgeway, BMI)

VARETTA DILLARD
What'll I Do 75
RCA VICTOR 7285—The Berlin standard receives a warm thrushing job from the chick over listenable ork backing. Both sides are sold strongly by the singer, and both have a chance. (Berlin, ASCAP)
Just Multiply . . . 73
Good performance by the thrush on a listenable wax ditty in cha-cha tempo. Chantress is backed by a large chorus. Good wax with a chance. (Sequence, ASCAP)

THE EBONITTES
Wild Man Walk 75
EBB 147—The Ebonettes sell this swaying instrumental, somewhat in the "Tequila" kick, with drive. It has a chance for some juke loot. (Ebb, BMI)
All Alone . . . 73
The fine Irving Berlin standard receives a warm, Latin-ish styled instrumental reading from the Ebonettes with a chick breaking in now and then to whisper "love me" a bit incongruously. (Berlin, ASCAP)

PATTY VALENTINE
A Boy and a Girl in Love 75
R-DELL 102—Canary exudes strong appeal and sales-savvy on attractive ballad with nice group backing. A solid jockey item. (Cadenza, ASCAP)
If You're Old Enough . . . 71
Pretty piping on teen-styled ditty with mild r.&r. backing. (Cadenza, ASCAP)

SAMMY DAVIS JR.
Song and Dance Man 74
DECCA 30679—Nostalgic vaude-styled ditty sung with plenty of song-savvy in soft-shoe tempo. (Shapiro-Bernstein, ASCAP)
I Ain't Gonna Change . . . 74
Tasteful, reading on swiny up-tempo rhythm-ballad. Nice jockey wax. (Bulls Eye, ASCAP)

EDDY ARNOLD
Real Love 74
RCA VICTOR 7292—Pretty ballad, clefled by Phil Everly of the Everly Brothers, is warmly read by Arnold. Good prospects. (Acuff-Rose, BMI)
The Day You Left Me . . . 74
Weeper ballad is nicely handled by the artist. Backing is effective. Tune was written by Cindy Walker. Potential appears similar to flip. (HH & Range, BMI)

(Continued on page 38)

HEADED FOR THE HIT LIST!



**Jim
Reeves**

**"BLUE
BOY"**

c/w

"THEME OF LOVE"

RCA VICTOR 47/7266

Cash Box **BULLS EYES OF THE WEEK** — June 21st
Billboard **SPOTLIGHT REVIEW** — June 16th



**Eddy
Arnold**

**"REAL
LOVE"**

c/w

"THE DAY YOU LEFT ME"

RCA VICTOR 47/7292

ALREADY IN THE CHARTS — GOING BIG! GETTING BIGGER!

**Don
Gibson's**

BLUE BLUE DAY

RCA VICTOR 47/7010

CASH BOX SURE SHOT — June 28th



FOR SURVEY WEEK ENDING JUNE 28, 1958

Weekly Juke Box Programming Guide

The Billboard

POPULAR

WHAT AM I LIVING FOR!
★ CHUCK WILLIS ★
Atlantic 1179

TWILIGHT TIME
★ THE PLATTERS ★
Mercury 71289

YAKETY YAK
★ THE COASTERS ★
ZING! WENT THE STRINGS OF MY HEART
Atco 6116

POOR LITTLE FOOL
★ RICKY NELSON ★
DON'T LEAVE ME THIS WAY
Imperial 5528

PADRE
★ TOMI ARDEN ★
ALL AT ONCE
Decca 30628

JERRIE LEE
★ JAN AND ARNIE ★
GOTTA GETTA DATE
A-1-w 108

FOR YOUR PRECIOUS LOVE
★ JERRY BUTLER AND IMPRESSIONS ★
SWEET WAS THE WINE
Abner 1013

SUGAR MOON
★ PAT BOONE ★
CHERIE, I LOVE YOU
Dot 15750

NO CHEMISE, PLEASE
★ GERRY GRANAHAN ★
GIRL OF MY DREAMS
Sunbeam 102

SECRETLY
★ JIMMY RODGERS ★
MAKE ME A MIRACLE
Roulette 4070

REBEL ROUSER
★ DUANE EDDY ★
STALKIN'
Jamie 1104

WILLIE AND THE HAND JIVE
★ Johnny Otis Show ★
RING-A-LING
Capital 3956

SPLISH SPLASH
★ BOBBY DARIN ★
JUDY, DON'T BE MOODY
Atco 6117

LOOKING BACK
★ NAT KING COLE ★
DO I LIKE IT
Capital 3939

BIG MAN
★ FOUR PREPS ★
STOP BABY
Capital 3960

GUESS THINGS HAPPEN THAT WAY
★ JOHNNY CASH ★
COME IN, STRANGER
Sun 295

I WONDER WHY
★ DION AND THE BELMONTS ★
TEEN ANGEL
Laurie 3013

JOHNNY B. GOODE
★ CHUCK BERRY ★
AROUND AND AROUND
Chess 1691

DO YOU WANT TO DANCE!
★ BOBBY FREEMAN ★
BIG, FAT WOMAN
Josie 835

HARD HEADED WOMAN
★ ELVIS PRESLEY ★
DON'T ASK ME WHY
RCA Victor 7280

ENDLESS SLEEP
★ JODY REYNOLDS ★
TIGHT CAPRIS
Demon 1507

PATRICIA
★ PEREZ PRADO ★
WHY WAIT!
RCA Victor 7245

HIGH SCHOOL CONFIDENTIAL
★ JERRY LEE LEWIS ★
FOOLS LIKE ME
Sun 296

WEAR MY RING AROUND YOUR NECK
★ ELVIS PRESLEY ★
DONCHA' THINK IT'S TIME
RCA Victor 7240

ALL I HAVE TO DO IS DREAM
★ EVERLY BROTHERS ★
CLAUDETTE
Cadence 1348

RETURN TO ME
★ DEAN MARTIN ★
FORGETTING YOU
Capital 3984

WHEN
★ KALIN TWINS ★
THREE O'CLOCK THRILL
Decca 30642

WITCH DOCTOR
★ DAVID SEVILLE ★
DON'T WHISTLE AT ME, BABY
Liberty 55132

PURPLE PEOPLE EATER
★ SHEB WOOLEY ★
I CAN'T BELIEVE YOU'RE MINE
M-G-M 12651

LEROT
★ JACK SCOTT ★
MY TRUE LOVE
Carlton 462

COUNTRY & WESTERN

Records eliminated if duplicated in Pop List.

BLUE BLUE DAY
★ DON GIBSON ★
TOO SOON TO KNOW
RCA Victor 7010

ALONE WITH YOU
★ FARON YOUNG ★
EVERY TIME I'M KISSING YOU
Capital 3982

HEY, MR. BLUEBIRD
★ ERNEST TUBB & WILBURN BROTHERS ★
HOW DO WE KNOW!
Decca 30610

CRYING OVER YOU
★ WEBB PIERCE ★
YOU'LL COME BACK
Decca 30623

JACQUELINE
★ BOBBY HELMS ★
LIVING IN THE SHADOW OF THE PAST
Decca 30619

I LOVE YOU MORE
★ JIM REEVES ★
OVERNIGHT
RCA Victor 7171

RHYTHM & BLUES

Records eliminated if duplicated in Pop List.

OOH! MY SOUL
★ LITTLE RICHARD ★
TRUE, FINE MAMA
Specialty 633

COME WHAT MAY
★ CLYDE McPHATTER ★
LET ME KNOW
Atlantic 1185

FOR YOUR LOVE
★ ED TOWNSEND ★
OVER AND OVER AGAIN
Capital 3926

TALK TO ME, TALK TO ME
★ LITTLE WILLIE JOHN ★
SPASMS
King 5108

RUMBLE
★ LINK WRAY AND HIS RAY MEN ★
THE SWAG
Cadence 1347

OPERATORS BEST BUYS

Records are the same as those listed in POP, R&B or C&W review sections.

FRANKIE AVALONGinger Bread
Blue Betty
Chancellor 1021

THE DANLEERSOne Summer Night
Wheelin' and Dealin'
Mercury 71322

THE RINKEY-DINKSEarly in the Morning
Now We're One
Alco 6121

OPERATORS BEST NEW RELEASES

In the opinion of Billboard staff reviewers these records are the ones released last week that are most likely to be future juke box hits.

NAT KING COLENothing in the World
Come Closer to Me
Capitol 4004

PERRY COMOMoon Talk
Beats There a Heart So True
RCA Victor 724

BILL HALEY & HIS COMETSDon't Nobody Move
Lean Jean
Decca 30681

RAY PRICEOky Lajlas
Arrivation to the Blues
Columbia 41191

JIMMY REEDDown in Virginia
Know It's a Sin
Vee Jay 287

TONY & JOEThe Freeze
Gonna Get a Little Kissin' Tonight
Era 1075

Storz Blasts NBC's Survey

• Continued from page 3

top indie has almost seven times the shares of audiences of the NBC stations in those cities.

Points to Hooper

The latest available Hooper, said Storz show that Storz station WHB, Kansas City, has almost four times the share of audience of the NBC station in that city, while each of its outlets in Miami, New Orleans, and Minneapolis have six times the share of audiences of NBC stations in those areas.

Storz opined that timebuyers themselves might not be "personally pleased with today's music," but noted "invariably these timebuyers have reached the decision that they can secure the largest audience for the lowest cost by buying music and news stations as opposed to network stations." Storz also noted that some of the most heavily bought stations in the country are often classified as "Top 40 Tune Stations"—"alho I seriously question the definition of 'Top 40'."

Storz added, "we seriously object to being described as 'juke box' stations. . . . It is no more apt a description of us than if we referred to competitive stations using network programming as 'soap opera machines' or 'do-nothing specialists.' We are convinced that the size of a station's audience closely parallels the entertainment value of the programming content offered and the over-all service provided to the station's listening area." . . . At times it seems that

nobody likes our programming but the listeners."

Storz noted that George R. Marek, veepee-general manager of RCA Victor Record Division and "in the NBC family," stood up for rock and roll as "legitimate music and a part of the American tradition," in a statement before a subcommittee of the U. S. Senate last May.

Storz finally opined tongue-in-cheek that if NBC believes their survey is "truly valid," RCA Victor—"knowing now that the 'Top 40' is doomed" will "probably wish to drop the \$1,000 a week contract with Elvis Presley (perhaps the greatest of the Top 40-ers) and put him up for grabs. Even Mitch might be interested!"

'No Backdown'

• Continued from page 3

they never did. Subsequently we received a mimeographed letter announcing a general meeting with publishers. Of course we did not attend. We felt we were entitled to some reply from AGAC.

"As far as Tuesday's meeting is concerned, the facts are simple. Burton Lane called and asked for a meeting between their people and ours to decide on procedure for negotiating a new contract. I think this is salutary. You might consider this the follow-up to our first meeting for which we've been waiting. How can that be construed as yielding? Our position has not changed. Whether we get a written or an oral list, we've got to know what they want. After all, we've got to consult our members."

Texas Dealers

• Continued from page 2

tributors. We are convinced that organization of dealers into buying groups big enough to bring pressure to bear on the distributor and manufacturing level is our only salvation. Only in this way can we save our business from the inevitable result of this suicidal orgy." "Our Association has been instrumental in organizing like Associa-

Merc Bonus Deal

• Continued from page 2

said of "belly-to-belly" selling, where a firm's whole line has to be represented by vigorous sales ambassadors.

If one-stops are faced to revert to their original economics of relying on a nickel profit over the wholesale cost, it can be reasoned that their trade will be restricted to juke box operators and small retailers whose volume does not justify close attention from distributors directly.

In announcing the resumption of the 5 per cent return, Price said the 100 per cent guarantee plan proved unacceptable because it encouraged "promiscuous buying," followed by crippling volumes of returns.

100 Per Cent Guarantee

The 100 per cent guarantee will continue to be honored, said Price, for merchandise currently on dealers' shelves. From time to time, he added, the 100 per cent guarantee will be offered on certain "sure-fire" hits to spur their introduction to the market.

With the advent of stereo disks, Merc announced that it will reduce the rate of releasing monaural package goods. The company restated its faith in the health of the monaural market, but said that a reduced rate of releases will ease the new inventory burdens on retailers imposed by stereo releases. Ten monaural albums will be issued for July.

Stereo albums will wholesale at \$3.69, representing a standard discount from the \$5.95 list.

Tentative plans for a 12-package release of stereo tapes were announced for September, but the company indicated it will move cautiously with regard to future tape output until the role of the stereo cartridge becomes more clear. The label will move into cartridge production as soon as playback equipment penetrates the market sufficiently.

tions in other parts of the country and we stand ready to help any other such groups. The small dealer cannot discount his merchandise 25 and 30 per cent and survive," Simmons added.

DISTRIBUTOR NEWS

• Continued from page 7

mount. "Poor Little Fool" by Ricky Nelson on Imperial is already a hit. "Little Serenade" by Teddy Randazzo on Vik is going well. "The Freeze" by Tony and Joe on Era is strong. Jimmy Bowen's latest Roulette effort, "By the Light of the Silvery Moon," is starting. "Bird on My Head" by David Seville on Liberty is moving. Ditto Pat Boone's latest Dot waxing, "If Dreams Came True." "What Shall I Do" by Ed Townsend on Capitol looks like a repeater. "The Old Song and Dance" b-w "Monique" by Frank Sinatra on Capitol looks promising.

NOTES IN THE MAIL: Johnny Rosica, promotion manager of Lesco Distributors in Philadelphia, writes that "Op" by the Honeycones on Ember, appears to be one of the year's big novelty smashes. The group was in Philly over the weekend of June 20, making personal appearances (including a spot on "Bandstand"). Rosica writes that the crew appeared before 3,700 kids at various record hops during their two-day stint.

Leo Cheslak, Cadet Distributing Company, Inc., Detroit, writes that "Bird on My Head" by David Seville has been placed as the top new record in the new disk tally formulated by one of the local newspapers. It's Easy" by Julie London on Liberty looks like a big one. "Lips" by Roy Hamilton on Epic appears hit bound. "Western Movies" by the Olympics on Demon looks like a sleeper. LP-wise the hottest platters are "Lester Lanin Goes to College" on Epic, "Chico Hamilton Quintet Plays South Pacific" on World Pacific and "Julie" by Julie London on Liberty.

BRIEFS: Mike Daniels, formerly a salesman for Decca Records in Seattle, has been appointed the new branch manager for the Salt Lake City branch of Decca Distributing Corporation. . . . Decca has opened its own branch in Denver. Walter Slagle Company formerly handled the line. . . . Star-X records will be distributed solely by Star Distributing Company, Detroit, in the State of Michigan. . . . Note from Jerry Field of Cameo Records to the effect that distributor response to the label's five stereo albums has been so great that the sets will also be released monaurally.

They're Off!!

LITTLE WILLIE JOHN
YOU'RE A SWEETHEART

b/w

LET'S ROCK WHILE
THE ROCKIN'S GOOD

KING 5142

BILL DOGGETT
BLIP BLOP

b/w

TANYA

KING 5138

KING

RECORDS

AMES
BROTHERS
STAY

47/20-7268

WITH HUGO WINTERHALTER'S ORCH. AND CHORUS



RCA VICTOR



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BREAKING BIG!!
RICKY NELSON
"POOR LITTLE FOOL"
DON'T LEAVE ME THIS WAY
#5528

Imperial Records
4225 Hollywood Blvd Hollywood 28, Calif.

Going National!
DARRELL GLENN
"MAKE ME SMILE AGAIN"
NRC 004
NAT'L RECORDING CORP.
Atlanta 19, Ga.

ANOTHER DAVY CROCKETT
"ZORRO"
by THE CHORDETTES
Cadence #1349
cadence RECORDS

Reviews of New Pop Records

Continued from page 34

DAKOTA STATON

Blues In My Heart.....74
 CAPITOL 4012—Artist is backed by the George Shearing group on one of the sides from their current LP, "In the Night." She offers a bluesy chant on the ballad. Good jockey side. (Gotham, ASCAP)
Confessin' the Blues....74
 Insistent rhythm blues with the gal wailing in great style. This, too, is from the above mentioned LP. It can go as well as the flip. (Leeds, ASCAP)

LES BAXTER

Love Song from "Houseboat".....74
 CAPITOL 4011—Pretty title tune from the coming flick, "Houseboat," is given a choice chorus and otk approach by the Baxter crew. Tune is heavily recorded, but this will share in the loot. (Famous, ASCAP)
Lily of Laguna....73
 Happy, shuffle version of the oldie is presented nicely by the chorus with excellent otk support. Good deejay wax. (Mayfair, ASCAP)

KATIE LEE

Pinch Me.....74
SPECIALTY 638—Ballad with stark jazz backing is well delivered by thrush. Fair prospects. (Wald, ASCAP)
Delta's Gone....73
 Chirper gets credit for cleffing this old folk song, done calypso for so-so results. Good support from male group. (Vickers, ASCAP)

FRANK SANDY

Let's Go Rock 'N' Roll.....74
 M-G-M 12678 — Driving rock and roller, in the Jerry Lee Lewis pattern is sung with spirit by Sandy who can handle a tune. (Cranford, BMI)
Midnight Stomp....73
 This side is a wild instrumental side with a solid beat driving horn over the rhythm combo. Good juke wax. (Cranford, BMI)

THE KINGSMEN

Week End.....74
EAST WEST 115—Well-executed instrumental features boogie sax section with a tenor sax lead. Danceable side. (Seabreeze, BMI)
Better Believe It....73
 Stirring group vocal on a walkin'

rocker-blues. Tenor sax with organ and rhythm accompaniment helps make side interesting. It can also oop r.&b. loot. (Seabreeze, BMI)

THE DEL-LARKS

Remember the Night.....74
EAST WEST 116—Long intro of confused sounds by the baritone member intros this Latin-flavored rocker. So-so group vocal. It can move. (Bourne, ASCAP)
Lady Love....72
 Rocker is persented vigorously. Vocal gimmicks by the lead are given exuberant group and otk support. Fair chances. (Bourne, ASCAP)

H. BOMB FERGUSON & HIS MAD LADS

Spaghetti and Meat Ball.....74
BIG BANG 103—Ferguson's own rocker quotes lines from song hits of 1938-42. Amusing and has a beat. Rates jockey spins. (Warwick, BMI)
No-Sackie-Sack....72
 Frantic rhythm item gets listenable treatment from lead and group. (Warwick, BMI)

THE KARTUNES

Willie the Weeper.....74
 M-G-M 12680—Adaptation of blues standard is a bright mambo blues. Rates spins. (Current, BMI)
Dedicated to Love....72
 Rockaballad gets a melting lead reading and glee club sound from group. (Raleigh, BMI)

THE MONITORS

Mama Linda.....74
SPECIALTY 636—Blues rocker with spiritual flavor boasts a hefty lead and good group support. Fair potential. (Venice, BMI)
Hop Scotch....72
 Moderate rocker with last year's sound, listenable but cliché. (Venice, BMI)

BOBO HATHAWAY

Charlie My Boy.....74
CARLTON 466—Vivacious chirping on bright bouncy version of oldie with slight r.&r. feeling to backing. Good jockey wax. (Bourne, ASCAP)
Solitude....72
 Gal thrushes soulfully on haunting Ellington oldie with r.&r. backing.

Could pull play. (American Academy of Music, ASCAP)

THE CHARADES

Shang Lang a Ding Dong.....73
UNITED ARTISTS 132 — Group wraps up a swingin' handclapper against a showmanly cha-cha beat. (Atlantic, BMI)
Make Me Happy Baby....72
 Exuberant vocal chore on fast-moving rocker. (Atlantic, BMI)

BIG BOPPER

Chandilly Lace.....73
MERCURY 71343 — Driving rocker sung with a beat by Big Bopper. Spinnable wax. (Glad, BMI)
Purple People Eater Meets Witch Doctor....72
 Fairly amusing novelty about legendary pair. Other versions available. (Ken-Rick, BMI)

BING CROSBY

Chinatown My Chinatown.....73
DECCA 30488—Listenable medium-beat approach on the oldie by Crosby with backing by the Buddy Cole trio. Some coin possible. (Remick, ASCAP)
You're Driving Me Crazy....72
 Same comment. (Bregman, Vocco & Conn, ASCAP)

ART NEVILLE

Zing Zing.....73
SPECIALTY 637—Neville does right by his own blues rocker, with a fine honking tenor sax solo the second time around. (Venice, BMI)
Cha Dooky-Doo....72
 Uptempo blues item is nicely handled by chanter. (Venice, BMI)

BILL WALTERS

Orang-ou-Tango.....73
FRATERNITY 813—The scene is the jungle and they come upon you know what. Naturally it's in tango rhythm and it has a slight feeling of "Hernando's Hideaway." Okay novelty side. (Buckeye, ASCAP)
I Really Mean It....72
 A quivering, echoey dual track job by Walters on a bluesy medium rocker. Vocal is backed by good honking horn. Fair wax. (Buckeye, ASCAP)

JIMMY WAKELY

High School Romance.....73
SHASTONE 103 — Jimmy Wakely bows on the label with a tender reading of a ballad about a high school love, backed neatly by the Three Rays. (Riverside, ASCAP)
Puppy Love....72
 On this side Wakely and thrush Jeanne McManus sing about love amongst the younger set. (Riverside, ASCAP)

JACK HASKELL

Love Theme from "The Vikings".....73
UNITED ARTISTS 131—Quality vocal job by Haskell on romantic movie title theme. Will benefit spin-wise from strong promotional tie-up with U. A. movie. (Unart, BMI)
A Place I Know....71
 Attractive minor-toned theme warbled with virile sincerity. Nice jockey wax. (Bryden, BMI)

THE VANGUARDS

My Friend Mary Ann.....73
DOT 15791—Frantic group vocal on a blues rocker with a calypso flavor. Bright sound could catch on. Side has lots of vocal gimmicks. (Opus, BMI)
Baby Doll....71
 Ballad with beat is fervently rendered by the lead with equally fervent group backing. Possible coin in r.&b. marts, too. (Opus, BMI)

JOE CHITWOOD

Vision of Love.....72
DE' BESTH 116—Rhythm walts is given a pleasant go by Chitwood. Some action possible. (De' Vesth, BMI)
It's All Over....72
 Medium-beat tune has a c.&w. flavor. Good vocal by Chitwood. Fair chances. (De' Besth, BMI)

TONI DALLI

If You Loved Me.....72
CAPITOL 4002—American debut disk by the English artist. Vocal is in the Mario Lanza-David Whitfield tradition. Fair chances. (Maurice, ASCAP)
Just Say I Love Her....71
 Emotional reading of the standard with mandolins featured prominently in the backing. (Spier, ASCAP)

THE CLIMATICS

Help! There Is a Burglar.....72
REQUEST 3007 — Exuberant lead vocal on bouncy r.&r. rhythm-novelty. Dual market appeal. (Sing 'N Dance, BMI)
All Alone....70
 Deep-voiced lead sings personally on wistful up-tempo r.&r. ditty. (Sing 'N Dance, BMI)

DONNA PERCY

I'll Keep It a Secret.....71
M-G-M 12681—Listenable dual-track approach on a rockaballad by the thrush with bright guitar and rhythm backing. Some coin possible. (Saga, ASCAP)
Wonderlin'....70
 Smart reading of an attractive rhythm tune. Bright instrumental phrases help. Good jockey item. It can go as well as flip. (Ricki, ASCAP)

DICK BANKS

Too Late.....71
LIBERTY 55145—This has an elaborate start which works into a slow, rock ballad with support from a girl group. A weeper side that's done as a big production. Adequate performance. (Metric, BMI)
Dirty Dog....70
 Banks has the rockabilly sound of a Presley, and the tune has the same familiar blues melody framework that's been often heard. Nothing new here. (Metric, BMI)

BO RHAMBO COMBO

Diane.....71
IMPERIAL 5529—Piano, organ and a talking tenor sax team up on this appealing, slow instrumental reading of the standard. Worth a hearing. (Miller, ASCAP)
Blue Mist....70
 A slow and sensual rhythm tune features organ backing the deeply breathy tenor sax spot. This horn has a low down sound. Interesting listening, but it's almost too slow for dancing. (Cash, BMI)

THE FOUR WINDS

These Hearts Were Mine.....71
HIDE-A-WAY 101—New group debuts with a medium beater devoted to a series of chicks in their collective life. Shuffle rhythm tune would have moderate appeal. (Celeste, BMI)
Mission by the Sea....70
 This starts with the familiar sound of Oscar the Seagull, then works into a plaintive ballad about reminiscences of a love at the mission. Boys have an okay harmony on the tune. (Celeste, BMI)

The following records, also reviewed by The Billboard music staff, were rated 70 or less.

The following records, also reviewed by The Billboard Music Staff, were rated 70 or less:

BILLY BOBBS & THE CHIPS: Shim Sham/Teedle De Bum Bum—Edison International 400
 THE CATALINAS: Give Me Your Love/

Number of Releases This Week

Label	Pop	R&B	C&W
ARNO	1		
ATCO		1	
A-V	1		
BIG BANG	1		
CAPITOL	4		
CARLTON	1		
COED	1		
CONQUEST	1		
CORVETTE	2		
DE' BESTH	1		
DECCA	3		
DOT	1		
EAST WEST	3		
EBB	1		
EDISON			1
INTERNATIONAL	1		
ERA	1		
FORTUNE	1		
FRATERNITY	1		
GIAM	1		
HIDE-A-WAY	1		
IMPERIAL	1		
JUBILEE	1		
KING		1	
LIBERTY	1		
LITTLE	1		
MARK			1
M-G-M	5		
RCA VICTOR	1		
R-DELL	1		
REQUEST	1		
SANDY	1		
SHASTONE	1		
SPECIALTY	3		
UNITED ARTISTS	1		
VANGUARD	1		
WELLS	1		
ZIA			1
TOTALS	47	2	2

The Castle of Love—Little 812
 PAUL EVANS: Oh! No! I Think About You All the Time—Decca 30680
 RONNIE ISLE: Wicked/Bad Sunburn—M-G-M 12682
 THE J. J. MACAMBO: Kitty-Oo/Wee Wee Good—Conquest 1001
 RAY JOHNSON: Honey Pie/Tropical Blue Notes—Glam 102
 DAVE JOSEPH: Another Mile to Go/Oo La La—Vanguard 35004
 LAURA LANE: Glory of Love/Soon We'll Wed My Love—Corvette 1001
 BOB E. LEE: Anna Mae/Darling I Love You—Wells 1
 THE RIVERIAS: True Love Is Hard to Find/Count Every Star—Coed 503
 JERRY SILVERMAN: Unemployment Compensation Blues/Everything Is Higher—A-V 5401
 MAD MAN TAYLOR: Rumble Tumble—Rock 'N' Roll Espanole—East West 117
 JAMES WEBB: Annie You/You Stand to Lose—Arno 3539
 FLOYD WHITEHURST: Brand New Baby/I Don't Cry Anymore—Sandy 1012
 ANDRE WILLIAMS: My Last Dance With You/Hey! Country Girl—Fortune 842


★ ★ ★ ★ ★ ★ ★ ★
 ★ The ★
 ★ BIG HITS ★
 ★ are on ★
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JIM REEVES



FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Jim Denny, of the Jim Denny Artist Bureau, Nashville, reports that Hank Locklin has joined his firm, as of June 25. Hank, who waxes for the RCA Victor label, has a new release in "Send Me the Pillow You Dream On" b.w. "It's a Little More Like Heaven." . . . In the same mail comes word from Lee Emerson, of the Emerson Talent Agency, Nashville, saying that he has Locklin booked for a tour opening at Albuquerque, N. M., July 25, and following with Cortez-Farmington, N. M., 26; Denver, 27, and Salt Lake City, 28. On August 1, Hank kicks off a 16-day Midwestern swing for Emerson, to be followed by a stand at the Corydon, Ind., Fair, beginning August 20, along with "Grand Ole Opry's" Cousin Jody.

Dee Kilpatrick, "Grand Ole Opry" bossman, announces the signing of Carl Butler as a new regular feature in the "Opry" line-up. Formerly heard on Capitol, Butler is now affiliated with the Columbia label, with his newest platter, "Jealous Heart" b.w. "So Close," released last week. Latter tune is of his own composition. Butler, who has been a featured performer on WPTF, Raleigh, N. C.; WVLX, Lexington, Ky., and WNOX, Knoxville, has some 200 songs to his credit, a number of which have been recorded by such "Opry" stars as Roy Acuff, Kitty Wells and Flatt and Scruggs.

A new album, "Hi-Fi Square Dances Without Calls," listing 12 familiar square dance tunes, has just been released by RCA Victor's Camden label, featuring the Nashville Squares, comprising Hal Smith, fiddle; Chet Atkins, guitar; Murrey Harman, drums; Billy Burks, accordion, and Ernest Newton, bass. Tunes include "Soldier's Joy," "Leather Britches," "Mississippi Sawyer," "Devil's Dream," "Sally Goodin," "Eighth of January," "Old Joe Clark," "Fisher's Hornpipe," "Arkansas Traveler," "Sugar in the Gourd," "Mrs. McCloud's Reel," and "Cripple Creek."

Jack Bradshaw, accompanied by his personal manager, Harry Glenn, left Hammond, Ind., July 5 for a visit with deejays in Ken-

tucky, Missouri, Oklahoma, Arkansas, Louisiana, Mississippi, Alabama, Georgia and North Florida to promote Bradshaw's new Marvel release, coupling "Naughty Girls" with "It Just Ain't Right." They appeared on the Tex Justus show in Evansville, Ind., Saturday night (5) and plan to be with Rex Allen in Camden, Mo., July 8. The Morgan Sisters, formerly on King Records, appear with Jack on the "Naughty Girls" side, with Delores Morgan one of the writers of the flip tune. Samples are available to deejays who'll drop a card to Mar-Vel Records, Box 841, Hammond, Ind.

Nat Nigberg's "Country America," heard Saturdays, 7-8 p.m., over KABC-TV, Los Angeles, is now rated as the station's top local show, and is slated to go across the board in the very near future. . . . Bobby Helms and his newly formed combo, the Golden Hawks, are back in Nashville following a ballroom tour of Texas, New Mexico, Colorado and Oklahoma. . . . Bill Price's new release on the Blue Hen label pairs "I'll Be True Forevermore to You" and "I'm Thinking Tonight of My Blue Eyes." Deejays may obtain samples by writing to Bill at 1606 North Allen Street, Charlotte, N. C. . . . The jumpin' country singer Rudy Hanson, formerly of WLW's "Midwestern Hayride," is presently sojourning at his home in Avenel, N. J. Rudy has had a number of releases on the Decca label.

"Louisiana Hayride," Shreveport, will have George Morgan as next Saturday's (12) guest, with Faron Young set for that slot July 19, and the Chuck Wagon Gang, July 26. On August 2, the entire "Hayride" personnel hops to Fort Polk, Louisiana, for its show and broadcast. . . . Smiley Monroe, who emcees a talent contest from the Green Lantern nitery, Pasadena, Calif., each Thursday night, is set for four Monday-night guest shots at the Saddle Club, Los Angeles. On Saturday afternoons, Smiley works with his band on an auto lot in El Monte, Calif., and Saturday nights guests at Ralph Hicks' Jubilee Ballroom, Baldwin Park, Calif. On Sunday afternoons he emcees a talent contest from the Pioneer Room night club in Norwalk, Calif.

Horace Logan, program director at KCUL, Fort Worth, has taken over the direction of the station's Saturday night "Cowtown Hoedown," with plans under way to enlarge and improve the show. "Hoedown" now runs two and a half hours, with the 8-10 p.m. portion broadcast over KCUL. The two hours are sold out, Logan says, and it is planned to add another half hour or hour to the air time in the near future. Al Jones, of Popular Records, was a recent visitor at KCUL. Accompanying him were his band, comprising Sonny Jones, Puddler Harris, Butch White and Fred Carter. . . . Slim Rogers, formerly of CFCE's "Hometown Jamboree," is now residing in Chicago and working dates in that area.

Transcribing the last two programs of "The Red Foley Show" at the Jewell Theater, Springfield, Mo., this week, RadiOzark Enterprises and Foley himself will wind up their second year of carrying the banner for the Dow Chemical Company of Midland, Mich. The final show of the current season will be aired July 26. Regulars in the rotating cast of the show have been Bobby Lord, Suzi Arden, the

Four Marksmen, Slim Wilson, Will Mercer, Leroy Van Dyke, Wanda Jackson, the Tall Timber Boys, Norma Jean and Chuck Bowers. John Mahaffey, who co-manages RadiOzark with Si Siman, has served as liaison with sponsor and network, while Bryan Bisney has directed the series, with Don Richardson as writer. Joe Slattery has served as commercial announcer, and Slim Wilson, musical director.

Abbie Neal and Her Ranch Girls, back in Pittsburgh after a three-month tour of the West, which included a number of club dates in South Dakota and Nevada, will be seen every Thursday night, 7-7:30 p.m., over WJAC-TV, Johnstown, Pa., beginning July 31, sponsored by American Stores. Their bookings for the remainder of July are: Firemen's Celebration, Callery, Pa., July 11; Firemen's Celebration, Oley, Pa., 12; Idlewild Park, Ligonier, Pa., 13; Firemen's Celebration, Richland, Pa., 19; Reed's Ferry, N. H., 20; Firemen's Celebration, Pillow, Pa., 23; Home-Coming Celebration, Oil City, Pa., 26.

Bob and Cindy Dean, long-time favorites on WWSA radio, Harrisonburg, Va., have a new TV series in the works for WWSA-TV. Show will be aired Tuesday nights. Also featured will be a dance group and a caller. Bob and Cindy record for Starday. . . . Herb Shucher, personal manager to Jim Reeves, says he's putting in most of his time these days plugging Jim's new RCA Victor release, "Blue Boy" b.w. "Theme of Love." Deejays who may have been missed may obtain a copy by writing to Shucher at Box 28, Madison, Tenn. He says he also has available some of Reeves' older releases, including a limited number of the Reeves album titled "Girls I Have Known."

Lee Emerson, of Emerson Talent Agency, Nashville, has teamed with Joe Leher, of Denver to name and promote a country package to include Bobby Helms, Ray Price, Hank Locklin, Don Gibson, Faron Young, Benny Barnes, and the Golden Hawks band for a swing thru New Mexico, Colorado, Nebraska and Missouri. . . . The Independence Ruritan Club, Ahland, Va., is sponsoring a Country Music Festival at Randolph-Macon College, Harrisonburg, Va., July 26, with contests for banjoists, guitarists, singers and string band.

With the Jockeys

Ralph Raper, of WRWH, Demorest, Ga., reports that the new station goes on the air August 1, and is in need of old and new country and sacred wax to build a library. . . . Earl Aycock, of KRCT, Pasadena, Tex., wires that the Minor Recording Company is this week releasing Claude Gray's new waxing, "Late Again" b.w. "Barricade Around My Heart." A postal to the Minor firm at 9222 Allwood Street, Houston, Tex., will fetch a sample of the new disk for deejays who may have been missed or who need an extra copy. Aycock says Minor has accelerated its operation with a stable of new artists, with emphasis on c.&w.

A group of Los Angeles broadcasters, headed by Herb Edelman, has acquired from Barney Lee, veteran c.&w. deejay, Station KEAP, Fresno, Calif. Edelman, who has assumed the management of (Continued on page 42)

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JOE REISMAN

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WARREN STORM PRISONER'S SONG

b/w
MAMA MAMA MAMA
(Look What Your Little Boy's Done)
Nasco 6015

CLIFF BUTLER LOVE ONE ANOTHER Nasco 6014	LET US BREAK BREAD TOGETHER Nasco 6014	THE TABS STILL LOVE YOU BABY Nasco 6016	WILL WE MEET AGAIN Nasco 6016
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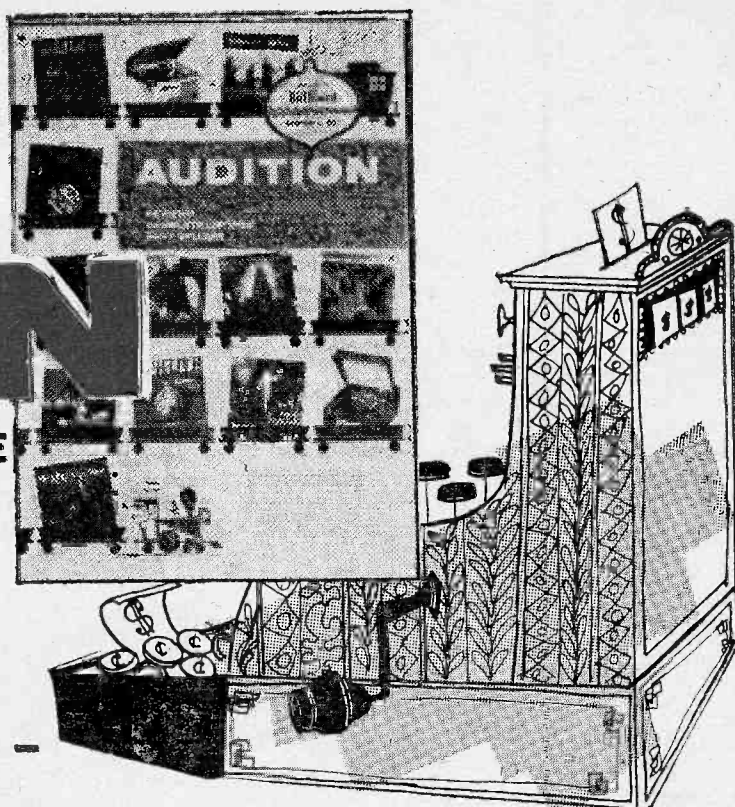
"GUESS THINGS HAPPEN THAT WAY"

Sun 295

Here's What Progressive Record Dealers Say About

AUDITION

THE MONTHLY MUSICAL SHOPPING GUIDE



We were quite pleased with AUDITION. The next day after mailing some of the copies to the folks here in Lufkin, we received several orders for the records listed in AUDITION. We would like to place our order for 1,000 copies instead of our former order of 100.

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MR. BARNEY KLUGLAK
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MRS. SHARON CANTRELL
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It's swell, and I believe it is going to bring me some special orders.

CHUCK SIMONS
CHUCK'S MUSIC CENTER
MURRAY, KENTUCKY

AUDITION is an inexpensive and colorful magazine and it contains the exact information the public likes to read and know about new releases.

MISS LORRAINE HUGHES
ECLIPSE RADIO AND TV
TORONTO, ONTARIO

We are quite pleased with AUDITION, especially with the very colorful ads. The format seems to interest our customers and several have asked when the new issue will be available.

MISS BARBARA FRITZ
CUSTOM CRAFTERS AUDIO, INC.
CINCINNATI, OHIO

AUDITION is wonderful. My customers are very enthusiastic.

MISS MARGUERITE JOHNSON
DATEMA APPLIANCES
GLENWOOD SPRINGS, COLORADO

Congratulations on a very beautiful job! It should be a big help to the whole record industry. The best of luck to AUDITION.

V. J. SANDERS
KAMM'S RECORD SHOP
ELYRIA, OHIO

The categories are well defined, and very clear to the reader. The whole make-up is very sharp and in wonderful taste with the use of color. It reflects a lot of effort on your part and looks like a very fine stimulant for the record trade.

M. S. SWATEZ
RECORD LANE
MINNEAPOLIS, MINN.

Created and Designed by The Billboard to help YOU, MR. DEALER, sell more . . . increase store traffic . . . build good will . . . make greater profits!

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R&B Best Sellers in Stores

FOR SURVEY WEEK ENDING JUNE 28

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in rhythm and blues records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Weeks on Chart	Last Week	Chart
1. YAKETY YAK (BMI)—Coasters Zing! Went the Strings of My Heart (ASCAP)—Atco 6116	1	5	5
2. DO YOU WANT TO DANCE? (BMI)— Bobby Freeman	2	8	8
3. WHAT AM I LIVING FOR? (BMI)— Chuck Willis	3	10	10
HANG UP MY ROCK AND ROLL SHOES (BMI)— Atlantic 1179			
4. ALL I HAVE TO DO IS DREAM (BMI)— Everly Brothers	4	11	11
5. JENNIE LEE (BMI)—Jan and Arnie Gotta Getta Date (BMI)—Arwin 108	5	7	7
6. LOOKING BACK (BMI)—Nat King Cole Do I Like It (BMI)—Cap 3939	6	12	12
7. SECRETLY (ASCAP)—Jimmie Rodgers Make Me a Miracle (ASCAP)—Roulette 4070	7	6	6
8. ENDLESS SLEEP (BMI)—Jody Reynolds Tight Capris (BMI)—Demon 1507	8	5	5
9. HARD HEADED WOMAN (ASCAP)—Elvis Presley DON'T ASK ME WHY? (ASCAP)—Vic 7280	17	2	2
10. WILLIE AND THE HAND JIVE (BMI)— Johnny Otis Show	15	2	2
11. FOR YOUR LOVE (BMI)—Ed Townsend Over and Over Again (BMI)—Cap 3926	12	11	11
12. WITCH DOCTOR (ASCAP)—David Seville Don't Whistle at Me, Baby (ASCAP)—Liberty 55132	9	12	12
13. JOHNNY B. GOODE (BMI)—Chuck Berry Around and Around (BMI)—Chess 1619	10	10	10
14. BIG MAN (BMI)—Four Preps Stop, Baby (ASCAP)—Cap 3960	11	7	7
15. RUMBLE (BMI)—Link Wray The Swag (BMI)—Cadence 1347	14	8	8
16. TALK TO ME, TALK TO ME (BMI)— Little Willie John	16	13	13
17. TWILIGHT TIME (BMI)—Platters Out of My Mind (BMI)—Mercury 71289	13	13	13
18. POOR LITTLE FOOL (BMI)—Ricky Nelson Don't Leave Me This Way (BMI)—Imperial 5528	—	1	1
19. HIGH SCHOOL CONFIDENTIAL (BMI)— Jerry Lee Lewis	19	3	3
20. OOH! MY SOUL (BMI)—Little Richard TRUE, FINE MAMA (BMI)—Specialty 633	18	2	2

Most Played R&B by Jockeys

FOR SURVEY WEEK ENDING JUNE 28

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets

This Week	Weeks on Chart	Last Week	Chart
1. YAKETY YAK—Coasters Atco 6116—BMI	1	4	4
2. WHAT AM I LIVING FOR?—Chuck Willis Atlantic 1179—BMI	2	10	10
3. ALL I HAVE TO DO IS DREAM—Everly Brothers Cadence 1348—BMI	7	8	8
4. WILLIE AND THE HAND JIVE— Johnny Otis Show	—	1	1
5. WEAR MY RING AROUND YOUR NECK— Elvis Presley	8	10	10
6. HIGH SCHOOL CONFIDENTIAL— Jerry Lee Lewis	5	2	2
7. JOHNNY B. GOODE—Chuck Berry Chess 1691—BMI	3	9	9
8. JENNIE LEE—Jan and Arnie Arwin 108—BMI	4	6	6
9. BIG MAN—Four Preps Cap 3960—BMI	11	4	4
10. DO YOU WANT TO DANCE?—Bobby Freeman Josie 835—BMI	—	6	6
11. COME WHAT MAY—Clyde McPhatter Atlantic 1185—BMI	—	1	1
12. HARD HEADED WOMAN—Elvis Presley Vic 7280—ASCAP	6	2	2
13. POOR LITTLE FOOL—Ricky Nelson Imperial 5528—BMI	14	2	2
14. RUMBLE—Link Wray and His Ray Men Cadence 1347—BMI	—	2	2
15. SICK AND TIRED—Fats Domino Imperial 5515—BMI	—	2	2

R&B Territorial Best Sellers

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

Atlanta

1. **Yakety Yak, Coasters, Atco**
2. **What Am I Living For? Chuck Willis, Atl.**
3. **Do You Want to Dance? Bobby Freeman, Josie**
4. **Hard Headed Woman, Elvis Presley, Vic.**
5. **Willie and the Hand Jive Johnny Otis Show, Cap.**
6. **True, Fine Mama, Little Richard, Spe.**
7. **Poor Little Fool, Ricky Nelson, Imp.**
8. **Jennie Lee, Jan and Arnie, Arwin.**
9. **Twilight Time, Platters, Mer.**
10. **Come What May, Clyde McPhatter, Atl.**

Charlotte

1. **Yakety Yak, Coasters, Atco**
2. **What Am I Living For? Chuck Willis, Atl.**
3. **Do You Want to Dance? Bobby Freeman, Josie**
4. **Ooh! My Soul, Little Richard, Spe.**
5. **Jennie Lee, Jan and Arnie, Arwin**
6. **Willie and the Hand Jive Johnny Otis Show, Cap.**
7. **Rumble Link Wray and His Ray Men, Cde.**
8. **Skinny Minnie Bill Haley and His Comets, Dec.**
9. **All I Have to Do Is Dream Everly Brothers, Cdc.**
10. **El Rancho Rock, Champs, Chal.**

Chicago

1. **Yakety Yak, Coasters, Atco**
2. **Do You Want to Dance? Bobby Freeman, Josie**
3. **Endless Sleep, Jody Reynolds, Demon**
4. **Hard Headed Woman Elvis Presley, Vic.**
5. **Poor Little Fool, Ricky Nelson, Imp.**
6. **Jennie Lee, Jan and Arnie, Arwin**
7. **All I Have to Do Is Dream Everly Brothers, Cdc.**
8. **Johnny B. Goode, Chuck Berry, Chs.**
9. **For Your Love, Ed Townsend, Cap.**
10. **Witch Doctor, David Seville, Lib.**

Cincinnati

1. **What Am I Living For? Chuck Willis, Atl.**
2. **For Your Precious Love, Jerry Butler and Impressions, Abner**
3. **Willie and the Hand Jive Johnny Otis Show, Cap.**
4. **Yakety Yak, Coasters, Atco**
5. **Talk to Me, Talk to Me Little Willie John, King**

Detroit

1. **Yakety Yak, Coasters, Atco**
2. **Willie and the Hand Jive Johnny Otis Show, Cap.**
3. **Secretly, Jimmie Rodgers, Rit.**
4. **Looking Back, Nat King Cole, Cap.**
5. **Hard Headed Woman Elvis Presley, Vic.**
6. **All I Have to Do Is Dream Everly Brothers, Cdc.**
7. **For Your Love, Ed Townsend, Cap.**
8. **High School Confidential Jerry Lee Lewis, Sun**
9. **What Am I Living For? Chuck Willis, Atl.**
10. **Big Man, Four Preps, Cap.**

Los Angeles

1. **Yakety Yak, Coasters, Atco**
2. **Looking Back, Nat King Cole, Cap.**
3. **Hard Headed Woman Elvis Presley, Vic.**
4. **Poor Little Fool, Ricky Nelson, Imp.**
5. **Jennie Lee, Jan and Arnie, Arwin**
6. **All I Have to Do Is Dream Everly Brothers, Cdc.**
7. **Johnny B. Goode, Chuck Berry, Chs.**
8. **For Your Love, Ed Townsend, Cap.**
9. **Witch Doctor, David Seville, Lib.**
10. **Willie and the Hand Jive Johnny Otis Show, Cap.**

New York

1. **Yakety Yak, Coasters, Atco**
2. **All I Have to Do Is Dream Everly Brothers, Cdc.**
3. **Secretly, Jimmie Rodgers, Rit.**
4. **Jennie Lee, Jan and Arnie, Arwin**
5. **Endless Sleep, Jody Reynolds, Demon**
6. **Witch Doctor, David Seville, Lib.**
7. **Hard Headed Woman Elvis Presley, Vic.**
8. **Chanson D'Amour Art and Dotty Todd, Era**
9. **Johnny B. Goode, Chuck Berry, Chs.**
10. **Looking Back, Nat King Cole, Cap.**

New Orleans

1. **Yakety Yak, Coasters, Atco**
2. **What Am I Living For? Chuck Willis, Atl.**
3. **For Your Love, Ed Townsend, Cap.**
4. **Secretly, Jimmie Rodgers, Rit.**
5. **My True Love, Jack Scott, Carlton**
6. **Hard Headed Woman Elvis Presley, Vic.**
7. **Endless Sleep, Jody Reynolds, Demon**
8. **Rumble Link Wray and His Ray Men, Cdc.**
9. **Looking Back, Nat King Cole, Cap.**
10. **All I Have to Do Is Dream Everly Brothers, Cdc.**

Philadelphia

1. **Yakety Yak, Coasters, Atco**
2. **Looking Back, Nat King Cole, Cap.**

This Week's R&B Best Buys

NO SELECTIONS THIS WEEK

Review Spotlight on . . . R&B RECORDS

JIMMY REED

Down in Virginia (Conrad, BMI)

I Know It's a Sin (Conrad, BMI)—Vee Jay 287

Two really fine blues sides by Reed. Both are given low-down earthy band backing, and the artist has plenty of heart in his readings. Especially choice for Southern marts and traditional r.&b. devotees.

ON THE BEAT

Continued from page 8

this is only the Fourth of July period, it's sensible to assume that this preoccupation with warm weather pursuits in the romantic department will continue for some time to come. (Ed. note: It's also reported that the up and coming publishing house of George Pincus has an item called "On a Blanket on the Beach.")

Without doubt there are many others on this same kick. But these titles have come to our attention. And there are others too, which suggest vacation time for the juveniles. Gary Shelton, on Mercury, has "Kissin' at the Drive-In," a more or less normal summer pastime, while the Fidelities ask the question, "Can't You Come Out," on Baton.

Realizing that the kiddies are getting more pop-conscious with every passing day, however, one manufacturer, Peter Pan, figures if you can't beat 'em, join 'em. This outfit now has a 25-cent edition of "The Purple People Eater," and is also planning a kiddie rock and roll album. "Nothing offensive, you understand," says a spokesman, "something real light and bouncy with a suggestion of the rocking beat."

Another point worth noting about the novelty trend is the fact that there have been some follow-ups, in a sense imitations, or at least disks which capitalize on a sound popularized by another, which are good enough to be rated a chance. "The Polka-Dotted Poliwampus," by Clint Miller on ABC-Paramount, is a cute, well-made disk which tells about a strange creature who eats purple people eaters. There are two disks of "The

Purple People Eater Meets the Witch Doctor," by Big Bopper and Joe South, both of which utilize the sound of the speeded-up voice. New record of the current week on this tack is called "Junior Junior Junior," and it's by Russ Regan and Laura Lane on Corvete. On this disk, the PPE's pleads with her son to return to outer space. To complete the PPE line-up of the week, M-G-M is putting out an EP titled "The Purple People Eater Plays Earth Music," by Sheb Wooley.

That swinging West Coast indie, Specialty Records, at last has Eastern representation. Bob Metre has set up a branch office for the label in Philadelphia and expects to do considerable commuting between Philly and Manhattan. Metre also promises to bring Specialty mahoff Art Rupe to the East for an early visit with the host of admirers here of the Specialty sound. . . . Steve Gibson's augmented Redcaps group, now at the Martinique, Wildwood, N. J., for the entire summer, begin an eight-week stay at the Riverside Hotel, Reno, Nev., September 11. . . . Atlantic Records and the Jaye Sisters hosted press friends at a cocktail soiree at the Mayflower Hotel, New York, Tuesday (1).

Lower Eastside Neighborhood Association of New York, which sponsors free concerts during the summer, enters the jazz scene for the first time this year, with a special session by Lionel Hampton and ork. . . . M-G-M's Connie Francis, Dick Roman and the Serenaders are all on tap for upcoming slots on the Dick Clark Bandstand show on ABC-TV.

Peppermint Harris, of "I Got Loaded" fame, is making a comeback on his new Duke disking of a dance called "The Double Freeze." The rocker was pacted by Don Robey a few weeks ago. Also making news on the Robey front is a new record by the Original Casuals, titled "Three Kisses Past Midnight," backed with "It's Been a Long Time, Girl!"

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"THE DEACON'S WALK"

BILLY HOPE and THE BAD MEN #1539

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This Week's C&W Best Buys

NO SELECTIONS THIS WEEK

Review Spotlight on . . .

C&W RECORDS

RAY PRICE

Invitation to the Blues (Boxer, BMI)
City Lights (TNT, BMI)—Columbia 41191
Two wonderful sides by the great artist. "Blues" is a strong piece of c.&w. fare, and Price hands the medium-beater an excellent, dual-track reading. "City Lights" is a weeper, and the vocal is equally powerful. Both should make it.

C&W Territorial Best Sellers

FOR SURVEY WEEK ENDING JUNE 28

City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

Birmingham

1. Hard Headed Woman, Elvis Presley, Vic.
2. Blue, Blue Day, Don Gibson, Vic.
3. Guess Things Happen That Way, Johnny Cash, Sun
4. Just Married, Marty Robbins, Col.
5. All I Have to Do Is Dream, Everly Brothers, Cdc.

Dallas-Fort Worth

1. Guess Things Happen That Way, Johnny Cash, Sun
2. Oh, Lonesome Me, Don Gibson, Vic.
3. Crying Over You, Webb Pierce, Dec.
4. It's a Little More Like Heaven, Hank Locklin, Vic.
5. Send Me the Pillow You Dream On, Hank Locklin, Vic.
6. You'll Come Back, Webb Pierce, Dec.
7. I Can't Stop Loving You, Kitty Wells, Dec.
8. Stairway of Love, Marty Robbins, Col.
9. Blue Grass Skirt, Hank Locklin, Vic.
10. Fools Like Me, Jerry Lee Lewis, Sun

Houston

1. Oh, Lonesome Me, Don Gibson, Vic.
2. Guess Things Happen That Way, Johnny Cash, Sun
3. All I Have to Do Is Dream, Everly Brothers, Cdc.
4. Color of the Blues, George Jones, Mer.
5. Hey, Mr. Bluebird, Ernest Tubb and Wilburn Brothers, Dec.

Memphis

1. Come In, Stranger, Johnny Cash, Sun
2. Blue, Blue Day, Don Gibson, Vic.
3. Guess Things Happen That Way, Johnny Cash, Sun
4. It's a Little More Like Heaven, Hank Locklin, Vic.
5. Stairway of Love, Marty Robbins, Col.
6. All I Have to Do Is Dream, Everly Brothers, Cdc.
7. Color of the Blues, George Jones, Mer.

Nashville

1. Come In, Stranger, Johnny Cash, Sun
2. Send Me the Pillow You Dream On, Hank Locklin, Vic.
3. Oh, Lonesome Me, Don Gibson, Vic.
4. All I Have to Do Is Dream, Everly Brothers, Cdc.
5. Alone With You, Faron Young, Cap.
6. Guess Things Happen That Way, Johnny Cash, Sun
7. Hey, Mr. Bluebird, Ernest Tubb and Wilburn Brothers, Dec.
8. What Makes a Man Wander?, Jimmie Skinner, Mer.

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Reviews of New C&W Records

ERNEST TUBB
Half a Mind . . . 80
DECCA 30685 — Traditional c.&w. ballad with outstanding lyrics is warbled to strong effect by the artist. Devotees of this type will find this to their liking. Strong potential. (Tree, BMI)

Deep Purple Blues . . . 73
By Tubb, but flip offers more. (Tubb, Okay blues effort is chanted nicely BMI)

SKEETER DAVIS
I Forget More Than You'll Ever Know . . . 78
RCA VICTOR 7293 — Miss Davis renders the c.&w. standard with feeling. The talented chick came very close with her last try. Good ork support backs the listenable vocal stint. (Fairway, BMI)

Wave Bye Bye . . . 71
Nice go on a weeper-ballad, but flip appears top side. (Silver Star, BMI)

JEAN SHEPARD
Secret of Life . . . 77
CAPITOL 4013 — The "Satisfied Mind" gal delivers a warm reading on a rural, inspirational waltz. This could score. (Tree, BMI)

He's My Baby . . . 72
Thrush warbles with spirit on a happy, up-beat side. Tune is a blues with varied tempo changes. Flip appears stronger. (Central Songs, BMI)

The following records, also reviewed by The Billboard music staff, were rated 70 or less.
LEE MORE: I'll Be Lonesome When You're Gone/Mansion on the Hill—Mark 126
ROCKY WEST: Moaning the Blues/Mind Your Own Business—Zia 543

Red Foley stopped off in the Ozarks Sunday (6) for a special performance before some 1,200 owners of Airstream house trailers to celebrate the birthday of one of the exponent of trailer living, Wally Byam, of Bakersfield, Calif., chairman of the board of the Airstream firm. The latter org has sponsored regional rallies in the past, but this was the first national gathering. Appearing with Foley on the program, presented in the Village of Lakeview in Northern Arkansas, were Bobby Lord, Slim Wilson, Will Mercer, the Tall Timber Boys, the Four Marksmen, Norma Jean, Chuck Bowers, and the Jubilee Promenaders. Some 3,000 trailerites witnessed the affair. Foley, who has been vacationing in California, returns to "Country Music Jubilee" in Springfield, Mo., August 2. In late July, he plays the fairs at Decatur and Champaign, Ill.

New Orleans

1. Guess Things Happen That Way, Johnny Cash, Sun
2. Oh, Lonesome Me, Don Gibson, Vic.
3. All I Have to Do Is Dream, Everly Brothers, Cdc.
4. High School Confidential, Jerry Lee Lewis, Sun
5. Send Me the Pillow You Dream On, Hank Locklin, Vic.
6. Come In, Stranger, Johnny Cash, Sun
7. Hey, Mr. Bluebird, Ernest Tubb and Wilburn Brothers, Dec.
8. Hard Headed Woman, Elvis Presley, Vic.
9. I Love You More, Jim Reeves, Vic.
10. Secretly, Jimmy Rodgers, Rt.

St. Louis

1. Guess Things Happen That Way, Johnny Cash, Sun
2. Hard Headed Woman, Elvis Presley, Vic.
3. Poor Little Fool, Ricky Nelson, Imp.
4. Blue, Blue Day, Don Gibson, Vic.
5. Come In, Stranger, Johnny Cash, Sun
6. Secretly, Jimmie Rodgers, Rt.
7. Alone With You, Faron Young, Cap.

FOLK TALENT AND TUNES

Continued from page 39

KEAP, says that the policy of the station will continue to remain country and western exclusively thruout the day. "All record companies and artists are reminded that we welcome all 45 r.p.m. releases and albums," Edelman writes.

Sandwiching in an occasional personal during his eight-week va-

Roulette Plan to Cut Returns

Continued from page 2

upon the rack jobbers' or one-stops' credit standing. Rack-jobbers will be obligated to maintain a suggested list price on Roulette disks for from 30 to 45 days depending upon the time the record was purchased (45 days for brand new releases, 30 for releases which have been out for several weeks, etc.). All sales made by distributors under the plan must first be approved by Roulette's sales department. Kolsky opined that the plan would eliminate trans-shipping since everyone will be getting the same deal, and all invoices on sales made would be sent to Roulette—thereby enabling the label to keep a closer watch on the situation. Kolsky said he is aware other distributors may say: "Fine, but you can't stop the one-stops from selling to other sources or prevent the rack-jobber from breaking the price line he has been asked to maintain for 30 or 45 days." "My answer to this," he said, "is the rack-jobber or one-stop who does

not comply to these terms can only fool the distributor once. When he is found out, he can be cut off completely." The fact that other manufacturers have indicated willingness to go along with the plan, said Kolsky, will make it even more effective. "A rack jobber or one-stop cannot afford not to comply with the terms offered and risk losing out on future hits by these manufacturers." Kolsky added that he has discussed the merits of the plans with rack-jobbers and one-stops and "they are anxious to make the additional profit by buying at a lower cost and expressed a willingness to, in turn, accept a 5 per cent return privilege and no more." In line with this, Kolsky said he recently conducted a test on the new sales formula in Indianapolis, where the Roulette distributor in that city sold 5,000 copies (under the new return and price policy) of "Don't Go Home" to local rack-jobbers and one-stops.

YOUR TICKET TO SALES RESULTS—
THE ADVERTISING COLUMNS OF THE BILLBOARD!

C&W Best Sellers in Stores

FOR SURVEY WEEK ENDING JUNE 28

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers thruout the nation with a high volume of sales in country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	on Chart
1. GUESS THINGS HAPPEN THAT WAY (BMI)—Johnny Cash	1	7
COME IN, STRANGER (BMI)—Sun 295		
2. OH, LONESOME ME (BMI)—Don Gibson	2	20
I CAN'T STOP LOVING YOU (BMI)—Vic 7133		
3. ALL I HAVE TO DO IS DREAM (BMI)—Everly Brothers	3	11
Claudette (BMI)—Cadence 1348		
4. JUST MARRIED (BMI)—Marty Robbins	4	14
STAIRWAY OF LOVE (ASCAP)—Col 41143		
5. SEND ME THE PILLOW YOU DREAM ON (BMI)—Hank Locklin	7	13
Why Don't You Haul Off and Love Me (BMI)—Vic 7127		
6. SECRETLY (ASCAP)—Jimmie Rodgers	5	8
MAKE ME A MIRACLE (ASCAP)—Roulette 4070		
7. BLUE BLUE DAY (BMI)—Don Gibson	8	5
Too Soon to Know (BMI)—Vic 7010		
8. WEAR MY RING AROUND YOUR NECK (BMI)—Elvis Presley	8	12
Doncha' Think It's Time (BMI)—Vic 7240		
9. HARD HEADED WOMAN (ASCAP)—Elvis Presley	16	2
Don't Ask Me Why? (ASCAP)—Vic 7280		
10. IT'S A LITTLE MORE LIKE HEAVEN (BMI)—Hank Locklin	10	10
BLUE GRASS SKIRT (BMI)—Vic 7203		
11. HIGH SCHOOL CONFIDENTIAL (BMI)—Jerry Lee Lewis	11	5
Fools Like Me (BMI)—Sun 296		
12. JACQUELINE (ASCAP)—Bobby Helms	9	9
Living in the Shadow of the Past (ASCAP)—Dec 30619		
13. CRYING OVER YOU (BMI)—Webb Pierce	12	8
You'll Come Back (BMI)—Dec 30623		
14. CURTAIN IN THE WINDOW (BMI)—Ray Price	13	14
It's All Your Fault (BMI)—Col 41105		
15. ALONE WITH YOU (BMI)—Faron Young	19	2
Every Time I'm Kissing You (BMI)—Cap 3982		
16. HEY, MR. BLUEBIRD (BMI)—Ernest Tubb and Wilburn Brothers	20	3
How Do We Know? (BMI)—Dec 30610		
17. POOR LITTLE FOOL (BMI)—Ricky Nelson	—	1
Don't Leave Me This Way (BMI)—Imperial 5528		
18. I CAN'T STOP LOVING YOU (BMI)—Kitty Wells	15	17
She's No Angel (BMI)—Dec 30551		
19. I LOVE YOU MORE (BMI)—Jim Reeves	14	5
Overnight (BMI)—Vic 7171		
20. BIG WHEELS (BMI)—Hank Snow	—	2
I'm Hurting All Over (BMI)—Vic 7233		

Most Played C&W by Jockeys

FOR SURVEY WEEK ENDING JUNE 28

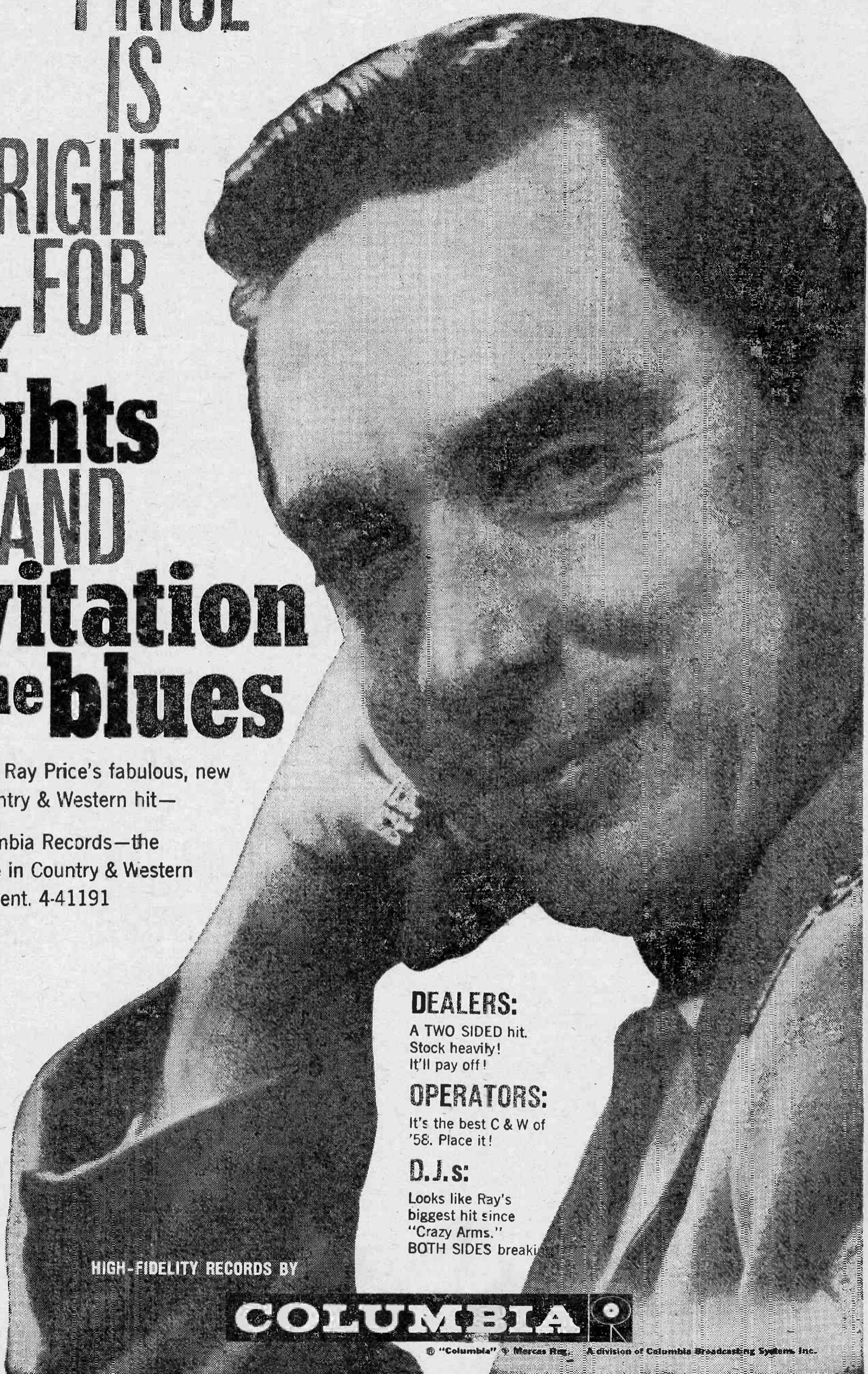
SIDES are ranked in order of the greatest number of plays on disk jockey radio shows thruout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	on Chart
1. GUESS THINGS HAPPEN THAT WAY—Johnny Cash	2	7
Sun 295—BMI		
2. JUST MARRIED—Marty Robbins	5	14
Col 41143—BMI		
3. ALONE WITH YOU—Faron Young	6	3
Cap 3982—BMI		
4. OH, LONESOME ME—Don Gibson	1	21
Vic 7133—BMI		
5. IT'S A LITTLE MORE LIKE HEAVEN—Hank Locklin	3	10
Vic 7203—BMI		
6. CRYING OVER YOU—Webb Pierce	7	9
Dec 30623—BMI		
7. JEALOUSY—Kitty Wells	—	1
Dec 30662—BMI		
8. I CAN'T STOP LOVING YOU—Don Gibson	11	13
Vic 7133—BMI		
9. SEND ME THE PILLOW YOU DREAM ON—Hank Locklin	12	13
Vic 7124—BMI		
10. ALL I HAVE TO DO IS DREAM—Everly Brothers	4	9
Cadence 1348—BMI		
11. COLOR OF THE BLUES—George Jones	—	10
Mercury 71257—BMI		
12. WHAT MAKES A MAN WANDER?—Jimmie Skinner	—	8
Mercury 71256—BMI		
13. YOU'LL COME BACK—Webb Pierce	13	4
Dec 30623—BMI		
14. COME IN, STRANGER—Johnny Cash	14	5
Sun 295—BMI		
15. BIG WHEELS—Hank Snow	—	1
Vic 7233—BMI		
15. SECRETLY—Jimmie Rodgers	—	1
Roulette 4070—ASCAP		

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AND
invitation
to the blues**

Ray Price's fabulous, new
Country & Western hit—

from Columbia Records—the
greatest name in Country & Western
entertainment. 4-41191



DEALERS:

A TWO SIDED hit.
Stock heavily!
It'll pay off!

OPERATORS:

It's the best C & W of
'58. Place it!

D.J.s:

Looks like Ray's
biggest hit since
"Crazy Arms."
BOTH SIDES break!

HIGH-FIDELITY RECORDS BY

COLUMBIA 

CROWDS UP 10% At BRANDON EX

Good Weather Swells Gate Traffic;
Hetzler Night Show Is Lauded

BRANDON, MAN.—The Provincial Exhibition of Manitoba went into its final day Friday (4) in a healthy condition, both from the attendance and gross receipt standpoint.

Fair, which opened Monday (30) for a five-day run, received excellent weather during the first three days. On Thursday, however, a light drizzle set in and discouraged some would-be patrons. Despite this rain, total attendance the first four days was up close to 10 per cent, according to Alex MacPhail, veteran secretary.

Farmers in the area were worried somewhat by lack of rain and were looking for moisture to improve crop conditions. Canadian Do-

minion Day, Tuesday (1), brought a good crowd to the fairgrounds but many also went to the lakes and resorts to celebrate and this hurt attendance somewhat, MacPhail said.

The night grandstand show, produced by Hetzer Theatrical Agency, Huntington, W. Va., for the first time, was running on a par with last year's show produced by another office. MacPhail said the show received good comments, particularly the line of girls.

Harness racing, with pari-mutuels, was the matinee grandstand feature the last three days of the fair and crowds on the first two afternoons were about even with recent years. Features the first two days were 4-H club demonstrations, which were popular.

Royal American Shows, the midway attraction, reported grosses running ahead of last year, altho the rain on Thursday cut into business to some degree. Show moves from here to the Calgary Exhibition and Stampede, second Class A fair on its route.

The plant of the Brandon Exhibition was given a going-over this year from the standpoint of repairs and painting.

Polo Grounds Rodeo Folds; Gross \$2,600

NEW YORK—The heavy sum of money spent to promote the Circle T Ranch Rodeo in the Polo Grounds went to naught, as the show folded Sunday (29) after only four performances.

Estimates of the amount spent on the deal ranged as high as \$50,000. Guesses as to the cause of poor business included the weather (hot), and the prices (high). But there was no denying the result after the first four shows.

Reported grosses for the performances were \$600, \$800, \$400 and \$800. At the end of that time the handwriting was on the wall. Cowhands reportedly were willing to go on, but not ticket people and ushers.

The show was in rehearsal the better part of a week at the Polo Grounds, and 135 entries were reported in competitive events. All told, an estimated 175 people were involved in the show.

Three-Month Advance

Promoter Al Tansor had been in New York three months, lining up tie-ins such as the Knickerbocker Beer telecast, from 8-9 p.m. on opening night. That went off okay.

Tansor's ticket scale was \$3 and
(Continued on page 45)

GAC-Hamid Sets Deal at Calif. Fair

Annual to Share in 60-40 Division;
Ink Cole; Seek Pat Boone, Mathis

SACRAMENTO, Calif. — For the first time in its 104-year history the California State Fair & Exposition here will operate its night grandstand shows on a gate receipt split with GAC-Hamid being contracted to produce the 12 performances on a 60-40 split—the fair taking the 60 per cent.

Dudley T. Fortin, fair manager, said that the contract had been approved by the State Fair board of directors and was now awaiting approval of the State Department of Finance.

George Burke, GAC-Hamid representative, said that Nat King Cole had definitely been signed to appear, with negotiations under way for Pat Boone and Johnny Mathis. Each star will headline one of the three segments of four nights during the fair's run.

The fair was represented in the negotiations with the booking office by Llewellyn Bixby Jr., chairman of the night show committee. In past years the State Fair has bought its shows on a flat basis.

Under the new arrangement, Bixby said, the artists as well as the booking office will share in the proceeds—win or lose.

Defer Nod on Fair Bingo In New York

ALBANY, N. Y. — Bingo at fairs is still on the agenda of the State Lottery Control Commission, which took up the subject at a meeting last week. No action was taken altho the matter was discussed, William L. McDermott, administrative director, reported.

The commission seeks to decide whether merchandise bingo falls within the purview of the statutes. When voters okayed the game in last year's referendum, they okayed it for cash prizes and for religious, charitable, veterans "and similar non-profit organizations."

The definition of "similar" is now the key element, it is understood. An answer is expected to be made soon. The commission will take up the subject again this week.

Aut Swenson Builds New Winter Base

SPRINGFIELD, Mo. — Aut Swenson, owner-manager of the Swenson Thrillcade, has completed construction of a new winter quarters building here at the thrill show's home base.

The structure is made of concrete and has no center posts. Two offices are included, paneled in Philippine mahogany and there are two washrooms. The building is located on a 256-by-180-foot plot directly behind a large shopping center.

Show, currently playing in Colorado and South Dakota, is staging parades in most towns. The elephant is leading the procession followed by the sound sedan, and Johnny (Crazy Otto) Maddox brings up the rear with his amplified, ragtime piano.

Hawaii Fair Bows to Rain

HONOLULU — The 49th Hawaiian State Fair opened its 10-day run here in Honolulu Stadium Friday (27) in the rain. Despite the inclemency some 10,400 turned out for the opener.

Jaye P. Morgan, American thrush, headed up the free grandstand show which also included Earl Nickel, emcee; Morgan Brothers, Mulcahys, and Rickie and Libonati. E. K. Fernandez provided the rides and concessions.

Calif. State Fair Adds Wine Tasting

SACRAMENTO, Calif. — A recommendation that the California State Fair & Exposition institute an international wine tasting exhibit in 1959 has been approved by the fair's board of directors, Dudley T. Fortin, manager, announced.

In addition to the 1959 event, the State Fair will seek to transfer a similar event scheduled for Los Angeles in 1961 to the local grounds.

Gotham Rough on Outdoor Showmen

NEW YORK — It was a rough week for outdoor showbusiness in New York, with only two survivors of the three shows opening. The city, which had endured a cold and damp springtime and early summer, finally got scorching weather at the worst possible time for the promoters.

People turned out in droves—for the mountains and beaches, but not for Ebbets Field, the Polo Grounds and Flushing Meadows Amphitheater. When the weekend was over, the Circle T Ranch Rodeo of Al Tansor had folded in the Polo Grounds. The Hamid Aquacircus in Flushing and Hamid Norton Circus in Ebbets Field were floundering but still hanging on.

The Tansor show averaged around 500 admissions for its four performances beginning Friday night (27). Ebbets Field was also drawing crowds in the hundreds thru Tuesday night (1) after opening Sunday. The Aquacircus was struggling along to quarter-houses at best, in the 8,500 amphitheater.

Promoters Bob Durk and George Fass were working on one-shot gimmicks during the week to pull crowds into Ebbets Field, where the Hamid-Morton show was more than adequate for such a date. Advertising in newspapers was not short, but there was not the spread of paper around town that would be expected to precede a ball park circus date. Ebbets Field itself was not festooned in banners despite regular exposure to hundreds of thousands of people from windows, sidewalks, cars and buses.

After a mixed press reception to the water-stage presentation, Hamid made wholesale changes in his Aquacircus format and it was much improved following its Friday opening. Records of the city showed that water shows have tra-

ditionally started slowly and built toward summer's end.

It appeared that the Aquacircus stands the best chance of coming out on top, of the summer's outdoor promotion in Gotham. Ebbets Field is following the circus with the Holmes World Championship Rodeo for 10 days beginning July 25, and a Winter Sports Carnival for 11 days beginning August 27.

Del Mar, Calif., Fair Races Ahead of 1957

DEL MAR, Calif.—The Southern California Exposition and San Diego County Fair combined pulled a total attendance of 85,944 thru Monday (30), fourth of the 10-day run to go into the home stretch with a backlog of 1,071 customers more than during the same period a year ago, Paul T. Mannen, secretary-manager, said.

Good weather was given as one of the main factors in the gate increase. Admission prices of \$1 for adults and 25 cents for kids were stable as was the policy of a one-price gate.

Featured in front of the grandstand during the first three days (closing Sunday [29]) was a Physical Fitness exhibit. Molly Bee, TV star, headlined the grandstand show on Monday (30) with the Rudells and the Wiere Bros. Polack Bros. Circus opened Tuesday for three days, closing Thursday night to move into the Rose Bowl for its annual July 4 appearance for the Pasadena Firemen.

"Dancing Waters" was also a free attraction on the midway,

Oil Show Moved to Evansville

EVANSVILLE, Ind.—The Tri-State Oil Shows, for years held in Grayville, Ill., has been shifted to this city and will be held in Roberts Municipal Stadium, October 10-12. Officials moved the show here due to poor attendance the past three years in Grayville.

Officials announced that they are planning to book name entertainers into the show and a different program is planned for each of the three days. No carnival will be used, but several kiddie rides are expected to be brought in for the event. A Cadillac giveaway will be the high point on Sunday evening.

making its fourth consecutive appearance here.

Fair Time Shows, Inc., headed by Olivia Waldron was featured on the midway with its rides. It was the first year here on a three-year contract. Cecchini & Levaggi, veteran Sun Valley, Calif., operators,

Kentucky State Fair Inks Bob Crosby, Grid Games

LOUISVILLE — The Kentucky State Fair has signed the Bob Crosby Show plus Dagmar for four performances in the stadium here during the September 4-13 fair. The Crosby troupe, which is the summer TV replacement for Perry Como, will do night shows September 10, 11 and 12 with a matinee on the 12th.

The fair also reported booking a rock and roll show in for both matinees and nights on Saturday

and Sunday, with Fats Domino as the name lure.

Two additional football games have been set, St. Xavier High School, this city, will meet a Nashville, Tenn., school on the night of September 4 and two additional prep teams, Shelbyville, Ky., and Elizabethtown, Ky., will square off on the night of September 5.

Negotiations are under way for attractions in the stadium on September 8 and 9.

Mills Using New Big Top

ERIE, Pa.—Mills Bros. Circus has put its new big top into use. It first went into the air at Elyria, O., and was used here when the show played a lot at the entrance to Waldameer Amusement Park (21). Show had a three-quarter afternoon here.

About 400 persons were guests of Mr. and Mrs. Jack Mills at a party in Cleveland. The event honored the school graduation of their daughter Arlene Mills, Circus personnel were among the guests. A ten-piece band played and a stage show included some variety acts booked for the event and some performers from the circus.

Visitors on the show have included the Jack LaPearls, the Jess Murdens, Tad Tosky, Norman Atwell, the Earl Shipleys, Joe Short, Fred Gray, Eva May Lewis, and her son, Pat Kelly; Bob Parkinson, Bert and Corine Dearo, the Grover O'Days, Kenneth Waite, Jane Furbee, Lucille Ebersole, the Sverre Braathens, Al Hasek and Stephen Kondas.

ALTERATIONS MADE

Mixed Reactions For 'Aquacircus'

NEW YORK — Mixed press reaction was the response to Friday's (27) opening of the Hamid Aquacircus in Flushing Meadows Amphitheater. Comments ranged from favorable, to indifferent, to a prescription of sackcloth and ashes for the producers.

But none of the detractors know Hamid's flexibility as well as outdoor show observers who were predicting on opening night that changes would be made quickly, and all for the better. You're never too old to learn, Hamid has often said, and he proved it during the first week of the engagement.

Like all outdoor efforts, this one has its ups and downs, but the disturbing thing is that all the "downs" are bunched together in the second section of the show, and the impression patrons leave with, is of the dull stretch occupied by a talker, a vocal group, and a girl singer.

Songs Updated

Since the opening night Tony Martin has cut to the bone his honey-toned monolog about how he loves the women. Jinny Stevens has had modern numbers substituted for the standbys with which she opened. The Four Toppers are now singing "He Has the Whole World in His Hands" and other current favorites. Russ Morgan's band is no longer in front of the pool from the acts, Emsee Jimmy Carroll has toned down his laudatory comments on each act. At least one act was to be inserted to liven the spot occupied by Marvin and the singers.

That takes care of the "downs." The "ups" are numerous, the most successful of which are the water comedy and Beatrice Dante and her chimp Peanuts, who seems to use a ton of props, all pleasingly. They include guns, crutches, baby carriage, TV isolation booth, and stilts. The Staneks run thru their teeterboard routine and polish it off so smoothly, including a leap to a four-high position, that it seems much too simple. Rudy Docky works harder than he has in years, warming the crowd up and appear-

ing thruout the performance. He fishes in the pond, sticks his head into a painted lion's mouth, drops from a breakaway trapeze into water, dances with a dummy, plays an inflated balloon.

Opening is a circus parade using the wagons of Texas Tommy's dog act, only without the dogs. The miniature show wagons make a nice flash. Hal Sands' Manhattan Rockets (20) do a waterbike routine. Then the Argentinos and Ferreiras work perch acts followed by Raimon, juggler, and Beatrice Dante. Precision high diving follows, by Stan Dudek, Charley Bates, Johnny Edwards, Leo Vig-eant, Roger Hadlich, Whitey Hart, Frank Campisi and Bobby Knapp.

Following comes a stairway feather number by the girls. A Zorro comedy bit goes over well. Phil Bennett appears, with Jackie, talking crow. Fisherman versus swimmer bit follows. Girls paddle surfboards around Bobby Knapp and Marilyn Sahner, who do a water ballet.

Divers come on again as aquazanies for a hilarious and all too brief appearance. Then comes the slow spot cited earlier. Girls close with Sands' drum routine, utilizing plenty of flag waving and patriotic appeal in the finale. Aerial fireworks display caps the performance. Morgan's crew cuts the show nicely and should be working more smoothly with acts by now, since coordination was well nigh impossible due to opening-night separation of music and performers

Polo Grounds

Continued from page 44

\$5 for adults, with kids half-priced at all shows. Seventeen performances were scheduled in a 10-day period. On Monday (30), already too late, ads proclaimed all seats \$1.50. His opening day advertising was dwarfed by Ebbets Field rodeo ads a full month ahead of opening there, with strong mention of a low-price ticket schedule.

ALTAMONT, NOW RHINEBECK

Second N. Y. Fair Switches To Cash Register Entry

RHINEBECK, N. Y.—A \$30,000 administration building and conversion to cash register outside gate operation highlight the Dutchess County Fair this season.

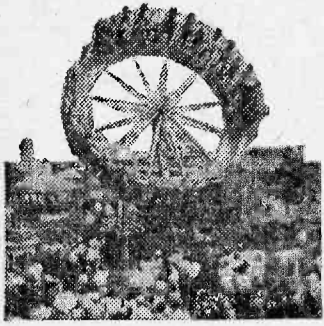
The cash registers, operating in a fashion similar to that of the fair in Altamont, N. Y., last year, are not the same units, however, manager Dick Murray reports. Another difference is that he is laying out some \$9,000 for the installation by National Cash Register Company, whereas the Altamont units were on rental.

Altamont last year featured a supermarket-style entrance, with cashiers punching amounts and handing out register tapes as receipts. Rhinebeck is not using the red star gimmick, good for a free admission every once in awhile.

Season books for Rhinebeck are \$6 for the six days, good for car and driver. Daily admission is \$1, and 50 cents for parking. Kids

price is 50 cents, with a free gate Friday and Wednesday, August 22 and 27.

This is the second year for the free grandstand show. Murray said all outside exhibit space is sold, and that some space remains indoors. Premium money is increased \$1,200 to a new total of \$21,000.



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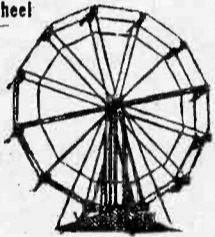
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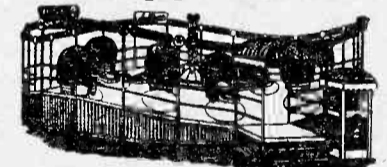
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Fla. Fronton Plotted for Show Usage

DAYTONA BEACH, Fla. — After a period of court battles and delays dating back to 1954, Volusia Jai Alai, Inc. is set to begin construction within six weeks of the \$1,500,000 fronton on Route 92 just outside this city. Building site and parking areas comprise 20 acres.

Arthur W. Silvester of West Palm Beach is president of the newly reorganized corporation. Theater chain owner Vance Schwartz of Cincinnati is executive vice-president and board chairman. The new building is described by Silvester as "something different from anything else in the world." Francis Walton, Daytona Beach architect, is the designer.

It will be a multi-purpose structure, air-conditioned and seating 3,500 people, and can be used for shows, conventions and many other purposes. Jai Alai pari-mutuel betting is regulated by the State Racing Commission which has granted the local fronton a 90-day summer season for 1959.

This will be the only fronton operating in the summer. The others in the State are Miami, Dania, Tampa and West Palm Beach. Unlike many Florida resorts, Daytona Beach does its greatest tourist business in the summer when vacationers from the South flock in. The new project is de-

CLINIC IN N. Y.

Exhibit Builders Discuss Problems

NEW YORK — Twenty firms active in the producing and transporting of exhibits took display space in the Coliseum last week, for the eighth annual clinic and "show for shows" of the Exhibitors Advisory Council. The three-day event ran Monday thru Wednesday (30-2).

One of the highlights was the Refresher Panel on Monday, moderated by Paul Voller of Blaw-Knox Company, at which many aspects of interest to coliseum and show people were discussed.

A common problem appears to be one in which a pre-built exhibit of, say, 30 feet, appears at a hall and shown to a 25-foot booth. As the talk evolved it became plain that many exhibitors do not look thoroughly into regulations of the halls. Questions like, Does the display need power? Does it meet overhead requirements? and others, are all too often overlooked by builders and designers.

Two key pointers were brought out. Get all the information

signed to attract still more spots-minded visitors.

Jai Alai is a Basque souped-up version of handball and is popular in Latin-American countries with the enthusiasm spreading to Florida.

needed, and allow plenty of time for setting up.

Regarding tightness of exhibit space, there were several advocates of flexibility in exhibit construction, such as panel construction which allows expansion and contraction.

Also discussed was the advisability of carting for transportation. It was brought out that boxing and crating often runs from 20-30 per cent of a project's cost, and that it is not unusual for \$1,000 to be spent to crate a \$5,000 display. On a one-shot movement over good travel conditions it may be all right to skip the crating, it was mentioned, but longer routes demand more care for items in order to insure longer life.

On the panel were Tom Noble of Advertising Trades Institute, Ron Greiner of the Borden Company, Ernest Moorhouse, Coliseum superintendent, Peter Corn of The Displayers, Inc., Richard Howell of Dyna-Graphic Displays, Robert Bessette of E. R. Squibb and Sons, Albert W. Erickson Jr. of Andrews-Bartlett and Associates, and William H. Spiegelman of United Exposition Decorating Company.

Also brought out were some of the pitfalls of taking exhibits abroad. Many European coliseums have dirt floors, it was emphasized, and lack the elementary conveniences. There is literally no corner hardware store to go to, for equipment. Exhibitors considering going overseas should take plenty of spares of all kinds, down to wing nuts. An advantage, however, is that European halls are usually free in their regulations on size and height.

UNDER THE MARQUEE

From Ringling, Chuck Burnes writes that Harold Alzana is in the show again, that singer-announcer Don Forbes has closed and that George Michel replaced him, that Felix Adler recently celebrated a birthday, that Rose and Leo Kerns, former bareback riders, renewed acquaintance with Mickey and Freddie Freeman and Joey Hodgini. . . . Dean McMurray escorted Mrs. Mike Monroney, wife of the Oklahoma senator, on a tour of the show for advance publicity photos. She is chairman of the Welfare of Animals Used for Research in Drugs and Surgery. . . . Visitors in Baltimore included Don Conners, Joan Dacey, Phil and Betty Escalante, of the Camden (N. J.) Music Circus; Claire and Tony Conway and several relatives of clown Albert White.

Both the Riding Fredericks and the Conley Family are on Hunt Bros.' Circus. Jim Conley writes that Freddie Conley owns the Riding Fredericks along with Eddie Santiago. They also have the Juggling Santiagos. The Original Conley Family now is billed as the Juggling Conleys. Meanwhile, Claire and Ruth Ratley are continuing operation of the Conley amusement park in Ohio.

From Europe, Len Humphries writes that he caught the Knie Circus in Basle, Switzerland, and that he was going on to Cologne and London, then sailing for Canada again this week. . . . Rudie Niemeyer, former associate of the late Harry Atwell, and Mrs. Atwell, both now of Sarasota, are planning a visit in Chicago this fall. . . . Peter Pepke, North Warren, Pa., reports that he caught the Mills show and the Erie (Pa.) Police Circus.

Among people on the Ringling show are David (Deacon) Blanchfield, Lloyd Morgan, Eddie Ward, A. J. Robinson, Charley White, Jimmy Barnes, Ben Wilson, Fred White, Jeannie Carson, Hugo Schmitt, Freddie Schmidt and Ed Healy. . . . Dick Barstow visited

Ringling in Philadelphia, as did Eddie Rupert, Beryl Ann Kneavel and Beverly Ott.

Merchants at West Covina, Calif., are sponsoring a circus next fall. The show is to be produced by Bill Terney, one-time clown and display manager at the May Company store in the shopping center.

Willard J. (Slivers) Oakley visited Ringling at Baltimore. . . . Tom Inabinette, Joplin, Mo., journeyed to catch Christiani Bros. in Indiana. He reports that Emma Campa, formerly with Dailey and Campa circuses, has been ill at Mexico City. . . . Donald Marcks has been seeing Kelly-Miller in California.

The Spiller seal act has completed the fourth week of an extended engagement at Playland Park, Rye, N. Y. Spiller reports that the act is drawing well.

Stanley Wathon, New York booking agent, has been in Europe and visited the Hagenbecks at Hamburg, caught the Russian circus at Liege, Belgium, and then went on to London.

Homer Snow, seal trainer, has moved from Hermosa Beach, Calif., to San Francisco, where he is with Fisherman's Wharf, capturing seals and operating a display of ocean creatures. . . . Larry Rankin reports that Siros, illusionist, has been playing Louisiana with a stagemat called Siros Circus of Wonders. Among the stands were Lake Charles and Shreveport. Show uses UPS promotion, and carries several circus Side Show-type of illusions.

Waldorf's Bears have been playing at LeSourdsville Lake Park, Middletown, O. . . . Baker W. Young reports that Ohio fans met on a show at Steubenville, O., recently and performers were guests of the fans at a dinner. Young was elected State chairman.

Bill (Boom-Boom) Browning, having completed the Orrin Dav-

No. Ala. State Ups Parking

FLORENCE, Ala.—The North Alabama State Fair, which opens here September 15 for a five-day run, has solved its most pressing problem, auto parking, by the addition of 16 more acres for cars. The fair's new swine barn, used last year for the first time, now has a concrete floor.

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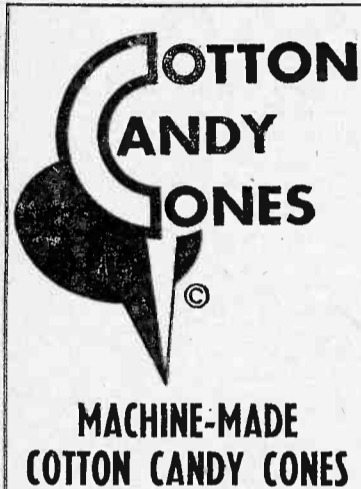
(Continued on page 47)

Miami Beach Exhibit Hall To Open Early

MIAMI BEACH—According to Claude Ritter, exhibit hall and auditorium manager, Miami Beach's \$4,000,000 air-conditioned exhibition hall, which will cover five acres at 1700 Washington Avenue, will open ahead of schedule September 29.

The event will be a two-day showing of 1959 model autos by an as yet unidentified company, Ritter said.

Originally it had been planned to open the big hall, adjacent to Miami Beach Auditorium, for the first time on October 5 for the Protestant Episcopal Church convention, which will bring 18,000 visitors here.



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UNDER THE MARQUEE

• Continued from page 46

enport route, is with the band on Jimmy Hetzer's show making the Canadian A Circuit of fairs. He expects to return to the Merle Evans band with Davenport for the winter route, starting this fall.

Hobart Hopple caught Beers-Barnes in Trenton, O. . . Myrna Silverlake and Billy Orwell Rodgers are at Pleasure Pier, Galveston, Tex., thru Labor Day. One of Rodgers' chimps died the second day in.

Bill Green, ex-circus press agent, caught Clyde Bros. Circus at Windsor (Ont.) Arena. . . Providence, R. I., TV station WJAR-TV made a film of Ringling and Beatty for a series called "The World Around Us." Fans assisting were James McKenna and Bill Danahey.

Paul Bowers, CFA, caught the Beatty show in Holyoke, Mass., and Hunt Bros. at Lincoln Park, N. J. . . Harold Curtis, Buck Lucas, Faith King, the Fergusons and Jack Sweetman caught Mills, Beers-Barnes and Critsiani in Ohio towns. Sweetman is on his way to Milwaukee and St. Paul to join the Wilson Storey Circus there.

Jack Bennett now is in the Army. He expects to spend some furlough time in July with Hagen Bros. and then go to Germany. . . Byron Fish, Seattle Times newspaperman who assisted in writing the book, "Elephant Tramp," had a two-part column recently about Jack Bell, former circus musician who now has a doughnut shop in Seattle

Roscoe Armstrong Jr., formerly with the Armstrong Bucking Ford act, now is with the Hockett Ford Sales Agency in Indianapolis. He recently visited Adams Bros. Circus and Eddie and Bea Frisco. He also caught the show Will Hill gave at the Ford agency. The Gibsons, last year with Hunt and now joining Frontier Town in New Jersey, called Armstrong when they passed thru Indianapolis. He also visited with Curley Cox and with Bob and Evelyn Pence at their Indiana farm. He has had recent word from Amos Shelby, rodeo operator; George and Meryl Graham, former performers; George Shaw, back in action after an illness and surgery, and Dorothy Morrell Robbins, who was in Watertown, N. Y., while Shaw was recuperating there. The Roscoe Armstrongs Sr., were planning to see Tom Packs' Circus in Evansville, Ind.

Prospect Park Zoo at Brooklyn, N. Y., recently shot two elephants, Judy and Astra. . . Fans catching the Beatty show at Worcester, Mass., included John McDonough, Charlie Dakos, George Milios, Earl Krauzer, Nick Annas, Everett Smith and the Joseph Carberry family.

L. G. Sleeth writes that he visited Art Bitters on the Beatty advance at Kingston, Ont. . . When long-time CFA member Jimmy Durante was in Chicago for a recent appearance he posed for newspaper photos with CFA President Herman Linden.

Mrs. George E. King writes that her husband, elephant trainer with the Don Franklin Shows for three years and earlier with circuses, has been compelled to retire because of his health. They are at Farmington, N. M. with his daughter and son-in-law, the Paul Thurlands.

When Adams Bros. Circus played Bluffs, Ia., near Omaha, visitors included Floyd and Mary Jane Henton and Howard and Agnes Hansen.

From Polack Bros. Circus, Kitty Kelly Ronstrom writes that Dave Hammond, nephew of Kate Hanneford, visited, and another visitor

Ice Follies Tabs Big '58; Readies '59 Edition at S. F.

SAN FRANCISCO—This home base and last stand of the 1958 tour is proving exceptionally good at the box office for Shipstads and Johnson "Ice Follies." The first week at Winterland registered a gain over 1957 and there's a healthy advance for the remaining nine weeks, despite San Francisco's being an extremely hot baseball town, with the National League Giants.

The 1958 tour as a whole was one of the icer's most successful, according to Oscar Johnson, co-owner. New high figures were set in Madison Square Garden, New York; Maple Leaf Garden, Toronto; the Arena, Philadelphia, and Pan-Pacific, Los Angeles.

Despite blizzards and heavy winter snows, Boston and Montreal were slightly ahead of the previous appearance. Cleveland, Minneapolis and Chicago gave the show better grosses than in past years.

Rehearsals have already started on the new show and as usual are under the direction of Fran Claudet, Mary Jane Lewis and Stan Kahn. The music staff for next year will be the same, with George Hackett, conductor, Paul Leu, assistant conductor, and George Fossage, percussionist.

Route Changed

The 1959 route is practically the same as before. Des Moines' Veterans Memorial Auditorium returns to itinerary, October 1-5, after being off for three seasons due to scheduling difficulties. The Chicago Stadium opening is later, October 22, as is Detroit Olympia, November 11.

Philadelphia Arena as usual opens Christmas night, and Madi-

was Colonel Fox, formerly with Beatty. Charlie Hilderra clowned at Fort Ord. . . Harold Simmons had a birthday party. . . George Hanneford bought a Palomino horse in Santa Rosa and will break it for the ring. . . Antar Wazzon and his sister, Fatima, learned their father is visiting in Morocco for the first time in 33 years. Mrs. Wazzon is in Los Angeles.

Sverre Braathen writes that when he caught the Mills show recently the band included Frenchy LeBoeuf, leader and cornet; Philip Garkow, cornet; Doc Guilford, double drums; Everett Ashworth, baritone; Don Anderson, trombone; Lew Meyer, trombone; Nick Altroth, clarinet and saxophone, and Larry Ganyard, bass.

Fan George Green, East Liverpool, O., took a week off and caught Cristiani Bros., where he saw Jerry Harshman, Ralph Stevenson, Harry Shaw, Austin Pickel, Jack Hart and Lew Green.

Visiting Cristiani Circus on the Lakefront in Chicago were Robert E. Mueller, Earl Schattenberg and Gerald Hillman, all of the show's Milwaukee auspices, along with promoter Stanley Paul.

Elmer Kaufman, Cristiani car manager, and some of his crew, George Kelly, Andy Campbell and Bobby Chaffin, caught the opening in Chicago.

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son Square Garden engagement will be January 13-25. Boston Garden stand will be February 17-March 1.

Ice Follies of 1959 will have a new look, with Judy Lawrence of Toronto, Jo Ann Dawdy of Wella and Marlene Kistner of Galt, Ont., being elevated to principal roles. There will also be a new importation from Australia, Glenn and Colleen, adagio skaters, fresh from appearances in England and Europe.

The comedy will continue to be in the hands of Mr. Frick (Werner Groebli); Kermond Brothers; the Three Scarecrows; Gary Johnson and Don Manning, and the Beattys.

Opens September 4

Richard Dwyer, who has been in the Armed forces returns to the show and again will pair with Lesley Goodwin and also do a solo. Shipstads and Johnson have conceived a strobe light production number for Janet Champion, 13.

Rehearsals end at Winterland August 31 and the show moves into Pan-Pacific Auditorium, Hollywood, Labor Day. The opening is scheduled for September 4. The Los Angeles run has been held down to two and one-half weeks.



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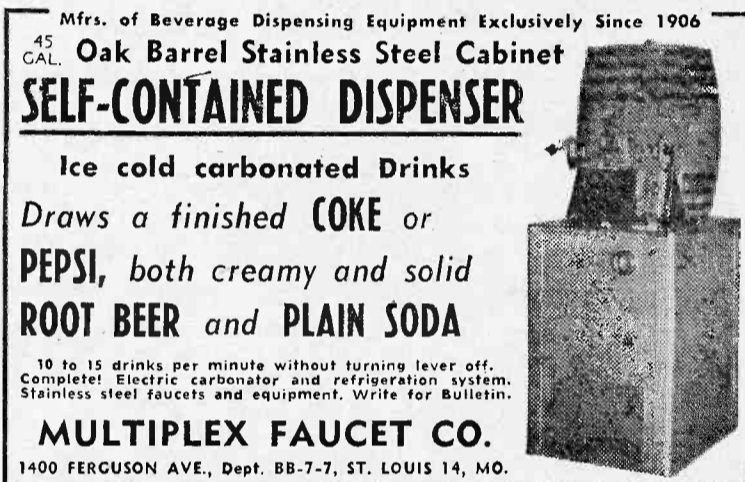
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Carnival Routes

A-1 Am. Co.: Antioch, Ill.
A & T Am. Co.: Beaver, O., 8-12.
Amusements of America: (Feltonville) Chester, Pa.; Hammonton, N. J., 14-19.
Baker United: (Fair) Oakland, Ind.; Jacksonville 14-20.
Beam's Attractions: Knox, Pa.
Bee's Old Reliable: (Fair) Scottsville, Ky.
Bell Am. Co., Thorsby, Ala.
Belle City, No. 1: (800 Washington) Milwaukee 4, Wis., 9-13; (Fair) Waterloo 19-21.
Bernard & Barry: Val-d'Or 7-9; Quebec City, 10-20.
Blue Valley: Hardin, Mo., 10-12.
Brasch Bros.: Marshall, Wis.
Brown, Al: (Fair) Rolla, N. D., 9-12; Mayville 14-16.
Buck, O. C.: Laconia, N. H.
Buckeye State: Youngstown, O., 8-12; Mt. Sterling 15-19.
Burkharts: Robbins, Ill.
Byers Bros.: Boone, Ia.
Capital City: Williamsburg, Ky.; Harrodsburg 14-19.
Carpenter Bros.: Clyde, O.
Carroll's Greater: Staples, Minn., 7-9; Sisseton, S. D., 11-13.
Central States: Columbia, Neb.
Cetlin & Wilson: New Brighton, Pa.
Chanos, Jimmie: Rising Sun, Ind.
Cherokee Am. Co.: Erie, Kan.; El Dorado Springs, Mo., 14-19.
Coleman Bros.: Kingston, N. Y.; Pittsfield, Mass., 14-19; Herkimer, N. Y., 21-26.
Collins, Wm. T.: Fessenden, N. D., 8-11; Langdon 14-16.
Continental: Newport, Vt.
Copeland Am. Co.: Big Run, Pa.

Crafts Expo.: Hollister, Calif., 10-13.
Crafts 20 Big: Manhattan Beach, Calif., 9-13.
Cranberry State: Buzzards Bay, Mass.
Cumberland Valley: Tullahoma, Tenn.; Shelbyville 14-19.
Dauberman's Rides & Concessions: Milton, Pa.; Pottsville 17-19.
Davidson United: Ryan, Ia., 9-10; Deep River 11-12.
Davis Am. Co.: Nyssa, Ore., 9-12.
Del Flore Am. Co.: Greensburg, Pa.
Dickson United: Luckey, O.
Dixie Am. Co.: (Leeds) Sioux City, Ia., 10-12; Beemer, Neb., 19-20.
Dobson United: Augusta, Wis., 11-13.
Donovan Bros.: Miami, Okla.
Down River Am. Co.: Dexter, Mich., 8-13.
Drago, No. 1: North Judson, Ind.; Gibson City, Ill., 14-19.
Drago, No. 2: Galveston, Ind.; Kouts 15-20.
Drew, James H.: Richmond, Ind.; (Fair) Covington 14-19.
Dumont: Greenville, Miss.
Dyer's Greater: Amboy, Ill.
Eddie's Expo.: East Butler, Pa.; Seneca 14-19.
Emshoff: Walworth, Wis., 11-13; Lake Mills 18-20.
Evans United: Hopkins, Mo., 10-13.
Fairland Am. Co., No. 1: Woodlawn, N. Y., 11-13.
Fairland Am. Co., No. 2: Sloan, N. Y., 19-20.
Fera Bros.: Naragansett Pier, R. I.
Franklin, Don: (Fair) Stoughton, Wis., 10-13; Peoria, Ill., 16-20.
Fred's Playland: Bristol, Va.
Funland: Mexico, Mo.
Garden State: Vandling, Pa.; Allentown 14-19.
Gem City: Danville, Ill., 8-13; Rantoul 14-19.
Gentsch: Booneville, Miss.
Georgia Am. Co.: Sylvia, N. C.
Glades Am. Co.: Whitestone, Va.; Chantilly 14-19.
Gladstone Expo.: Cassville, Mo.; Fort Scott, Kan., 14-19.
Gold Bond: La Crosse, Wis., 8-13; Seymour 15-20.
Golden Star: Tazewell, Va.
Gooding Am. Co., No. 1: Greenfield, O.
Gooding Am. Co., No. 2: (Fair) North Vernon, Ind.
Gooding Am. Co., No. 3: Ashtabula, O.
Gooding Am. Co., No. 4: Cleveland, O.
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Gooding Am. Co., No. 8: Martins Ferry, O.
Gooding Am. Co., No. 9: Lakewood, O.
Gooding Am. Co., No. 10: (Fair) Hudson, Mich.
Grand American: New Hampton, Ia., 9-12; Sumner 14-15; Riceville 16-17; Waucoma 18-19.
Great Western: San Carlos, Calif.; San Jose 14-20.
Green Tree: (Fair) Greensburg, Ky.; (Fair) Cynthiana 14-19.
Groscurth Comb.: Hannibal, Mo.
Hale's Shows of Tomorrow: Lenox, Ia., 9-12.
Hames, Bill: Round Rock, Tex.; Leonard 14-19.
Hammond, Bob: Riesel, Tex.; Houston 14-19.
Hannah Am. Co.: Saltsburg, Pa.; Floreffe 14-19.
Hannum, Morris: Phoenixville, Pa.; Morrisville 14-19.
Happyland, No. 1: Port Huron, Mich.
Happyland, No. 2: Traverse City, Mich.
Hartssock Bros.: Livonia, Mo.

Heart of America: Salina, Kan.; Lebanon 14-19.
Heth: (Fair) Sturgis, Ky.
Holiday Am. Co.: Ottawa, Kan., 7-9; Kansas City, Mo., 10-13; Pomona, Kan., 15-19.
Howard Bros.: Marianna, Pa.
Hunt's Am. Co.: Parkersburg, W. Va.; Cincinnati, O.; 14-19.
Ideal Rides: Hymera, Ind.; DeMotte 13-19.
Imperial: (Fair) Palmyra, Ill., 9-12; (Fair) Taylorsville 14-20.
Inland Empire: Boise, Ida., 8-12; Mountain Home 15-19; St. Anthony 22-26.
Johnny's United: Danville, Ind.; (Fair) Petersburg 14-19.
Ken Penn: Eastwood, Pa.
Key City: Valley Mills, Ind.
Kile, Floyd, O.: Salisbury, Mo., 8-12.
King Bros.: Ft. Garland, Colo., 8-13.
Lagasse Am. Co., No. 1: Dover, N. H.
Lagasse Am. Co., No. 2: Oxford, Mass.
Lagasse Am. Co., No. 3: East Bridgewater, Mass.
Lindle, Jack: Waverly, Ill.
Lone Star Am. Co.: Tulia, Tex., 10-17.
Lynn's Midway: Nevis, Minn., 8-9.
M. D. Am. Co.: (Fair) Schuylkill Haven, Pa.; (Fair) Kimberton 16-26.
McKenna Rides & Am. Co.: Kaukauna, Wis.; (Fair) Elroy 17-20.
Manning, Ross: Fairfax, Va.
Meeker: Missoula, Mont., 8-12; Anaconda 14-19.
Merriam's Midway: Isle, Minn., 7-8; Cambridge 10-12; Park Rapids 14-16; Pine Island 18-20.
Midway of Mirth: Pawnee, Ill.
Mighty Hoosier State: Greensburg, Ind., 7-10; Crothersville 12-19.
Monarch Expo.: (Fair) Jerseyville, Ill.; (Fair) Carrollton 14-19.
Moore's Modern: Barnes, Kan., 9-12; Hebron, Neb., 14-19.
Morrisey, Brian L., Am. Co., No. 1: Stykersville, N. Y., 11-13; Highland-on-the Lake 18-19.
Morrisey, Brian L., Am. Co., No. 2: Hamburg, N. Y., 10-12.
Motor State, No. 1: Flint, Mich.
Mound City: Nokomis, Ill.; Bethalto 19-21.
Murphy's Modern State: Washburn, N. D., 7-8; Riverdale 9-10; Zap 11-12; Killdeer 14-15; Watford City 16-17; Fairview, Mont., 18-20.
New England Am. Co.: Mansfield, Mass.; North Brookfield 14-19.
Nolan Am. Co.: Lexington, O., 9-12; Girard 13-16; Grove City 17-19.
North American: Chisholm, Minn., 7-10; Cook 11-13; Babbitt 14-17; Calumet 18-20.
Northern Expo.: Flaxton, N. D., 7-9.
Norton's Rides: Wall, S. D., 7-10.
Olson: (Fair) Fort Wayne, Ind.; Milwaukee, Wis., 14-20.
Page Bros.: (Fair) Owenton, Ky.
Page Comb.: Friendship, N. Y.
Parada: Mt. Vernon, Mo.; Lamar 14-19.
Paul, Peter, Am. Co.: Woodford, Wis., 12-13.
Penn Premier: Cannonsburg, Pa.
Playtime Am. Co.: Buzzards Bay, Mass.
Powelson Am. Co., No. 1: Farrell, Pa.; Quaker City, O., 14-19.
Powelson Am. Co., No. 2: New Washington, O.; Columbus 14-19.
Prell's Broadway: Falls Church, Va.; (Fair) Harrington, Del., 14-19.
Raines Am. Co.: Muldrow, Okla.
Rainier: Longview, Wash.; Auburn 14-19.
Reithoffer, Green: Hancock, N. Y.; Shortsville 14-19; Waterloo (Fair) 21-26.
Reithoffer, Red: Williamsport, Pa., 7-19.
Reithoffer, Blue: New York, N. Y.
Rock City: (Belmont Park) Joliet, Ill.; (Fair) Cerro Gordo 14-19.
Rogers Bros.: Semidgi, Minn., 7-9; Abercrombie, N. D., 11-12; Henning, Minn., 14-16; Hopkins 17-20.
Rohr's Modern Midway: Melvin, Ill.; Carlyle 5-19.
Rose City Rides: New Haven, Mo., 10-13.

Royal American: Calgary, Alta.; Edmonton 14-19.
Royal Crown: Sault Ste. Marie, Mich.
Royal United: Buffalo, Minn., 8-10; Long Prairie 11-13; Clara City 14-15; Cosmos 16-17; Maple Plain 18-20.
Rumble Greater: Orleans, Ind.; (Fair) Cayuga 14-19.
Schafer's 20th Century: Detroit Lake, Minn., 10-13; Fosston 16-19.
Siebrand Bros. Comb.: Medicine Hat, Sask.; Lethbridge, Alta., 14-19.
Skerbeck Am. Co.: Harbor Springs, Mich.
Smiley's Am. Co.: Arnold, Pa.; Charleroi 14-19.
Smith, George Clyde: Boswell, Pa.
Stanley, Wm. C.: Northwood, N. D. 7-8; Lisbon 10-12; Wishek 14-16; Carrington 17-19.
Stephens, Otto: West Burlington, Ia.; Albia 14-16; Lineville 17-19.
Stipes: Spooner, Wis., 9-13.
Strates, James E.: Rochester, N. Y.; Buffalo 14-19.
Strong's Am. Co.: Dwight, Neb., 12-13.
Stumbo's Tri-State: Kansas, Okla.
Sunset Am. Co.: Winona, Minn.; Wilton Junction, Ia., 15-19.
Tatham Bros.: Maroa, Ill., 7-8; LeRoy 10-12.

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 Thiess United, No. 1: Orangeville, Ill., 10-12.
 Thomas, Art B., No. 1A: Duluth, Minn.
 Thomas, Art B., No. 1B: Arlington, S. D., 7-8; Canistota 9-10; Dell Rapids 11-12.
 Thomas, Art B., No. 2: Barnsville, Minn., 8-10; Fertile 11-13; Warren 17-20.
 Thomas Joyland: New Martinsville, W. Va.
 Thomas, W. A.: Superior, Neb., 9-12; Sutton 15-16; Aurora 18-19.
 Tip Top: Grantsburg, Wis., 10-13; Webster 15-17.
 Tivoli Expo.: La Place, La.
 United States: Smithers, W. Va.
 Venditto Bros.: Providence, R. I.
 Victory Expo.: Farmington, Ariz.
 Virginia Greater: Laurel, Del.; Dover 14-19.
 Volunteer: Albany, Ky.
 Wade, W. G.: Bellevue, Mich., 8-12.
 Wall, Alfred, Am. Co.: Potomac, Ill., 9-12; Fisher (Fair) 16-18.
 West Coast, No. 1: Medford, Ore.; Springfield 15-20.
 West Coast, No. 2: San Jose, Calif.
 Western, No. 1: (North City) Seattle, Wash.
 Wilber, H. O.: Sunfield, Mich., 10-12.
 Wilson Famous: (Fair) Newton, Ill.; Cuba, Ill., 15-19.
 Wolfe Am. Co.: Cape Charles, Va.
 Wonderland Expo.: (Fair) Pecos, N. M., 8-10; (Fair) Cochiti Pueblo 12-14.
 World's Finest: Portage La Prairie, Man., 7-9; Carmin 10-12; Yorkton, Sask., 14-16; Melfort 17-19.
 World of Pleasure: Sparta, Ill.; Martinsville 14-19.
 Young, Monte: Nephi, Utah.

Circus Routes

Adams Bros.: Prairie du Sac, Wis., 7; New Glarus 8; Beloit 8; Whitewater 10; Elkhorn 11; Port Washington 12.
 Beatty, Clyde: Windsor, Ont., 7; Chatham 8; Kitchener 9; Orillia 10; North 11; Sudbury 12; Val d'Or, Que., 14; Rouyn 15; Kirkland Lake, Ont., 16; Cochrane 17; Timmins 18; New Liskeard 19.
 Beers-Barnes: Clare, Mich., 7; Houghton Lake 8; Roscommon 9; West Branch 10; Pinconning 11; Standish 12; Tawas City 14; Oscoda 15; Alpena 16; Rogers City 17; Mio 18; Grayling 19; Kalkaska 21.
 Carson & Barnes: Morton, Wash., 9; Castlerock 10; Battleground 11; Camas 12.
 Clyde Bros.: Redwood, Minn., 7; Fergus Falls, 8-9.
 Cristiani Bros.: Chicago, Ill., 7-13.
 Dwight Bros.: Batavia, Ill., 7-8; Kankakee 11-12; Lemont 13; Dwight 15; Lombard 16-17; North Pekin 18-19; Peru 21-22.
 Hagen Bros.: Portage, Mich., 7; Battle Creek 8; Lansing 9; Howell 10; Jackson 11; Farmington 12; Bowling Green, O., 14; Bellevue 15; Shelby 16; Massillon 17; East Palestine 18; Elwood City, Pa., 19.
 Hunt Bros.: Berlin, N. H., 7; North Conway 8; Plymouth 9; Bristol 10; Laconia 11; Exeter 12; Concord 14.
 Kelly-Miller: Lebanon, Ore., 7; Corvallis 8; Dallas 9; McMinnville 10; Hillsboro 11; Tillamook 12.
 Mills Bros.: Oneida, N. Y., 7; New Hartford 8; Waterville 9; Sidney 10; Oneonta 11; Herkimer 12; Amsterdam 14; Albany 15; Ballston Spa 16; Mechanicville 17; Hudson Falls 18; Granville 19.
 Packer, Tom: Wichita, Kan., 9-13; Pittsburgh, Pa., 17-19.
 Ringling Bros. and Barnum & Bailey: Columbus, O., 8-10; Cincinnati 11-13; Knoxville, Tenn., 15-16; Chattanooga, 18-20; Louisville, Ky., 23-26.
 Strong, John A.: (Fair) Pleasanton, Calif., 7-13; (Fair) Santa Rosa, 18-27.

Miscellaneous

Bisbee's Comedians: Calhoun, Ky., 7-12; Owensboro 14-19; Fordsville 21-25.
 Brunk's Comedians: Glenwood Springs, Colo., 7-12.
 Del Mar Attractions: Booneville, Miss., 7-12.
 R-Bar-L Rodeo & Wild West: Paoli, Ind., 8-9; Charleston 12-13.
 Schaffner Players: Edina, Mo., 7-13; LaPlata 14-20.
 Scott's Tommy, Country & Variety Show: Lindenhurst, N. Y., 7.
 Tex Ranger Show: Hazard, Ky., 7; Harlan 8; Cumberland 9; Whitesburg 10; Jenkins 11; Pound, Va., 12; Richlands 14; Tazewell 15; Coeburn 16; Gate City, 17; Big Stone Gap, Va., 18; Pennington Gap 19.

Ice Shows

Shipstads & Johnson's Ice Follies: San Francisco, Calif., July 7-Aug. 31.

Thrill Shows

Aut Swenson Thrillcade: Weyburn, Sask., 8; Moose Jaw 9; Rolla, N. D., 10; Fessenden 11; Detroit Lakes, Minn., 12-13.

La Crosse, Wis., Completes Bill

LA CROSSE, Wis. — The La Crosse Interstate Fair has completed its attraction program, Joseph W. Frisch, secretary-treasurer, announced.
 The William T. Collins Shows will be on the midway for the entire run of the fair which opens August 6 and runs thru August 10. Big car racing will be the matinee and night attractions on the opening day. Eddie Mack's Showboat Minstrels will be in for two weeks on the second day.
 On Friday Wonder Bros.' Circus will give afternoon and evening performances with the afternoon show being held between harness racing heats. On Sunday the fair will wind up with a program of late model stock car races both afternoon and evening.
 Fair has added much chain link fencing this year in addition to building a new dairy hall and sheep barn.

Rockaway Subway Tie-In Described

NEW YORK — The subway tie-in between Rockaway's Playland and the city Transit Authority gives non-stop reserved seat transportation from Times Square to the park and back plus \$1 in park tickets for \$1.55.
 It works like this: For the \$1.55 each rider gets a round trip ticket and coupon, which is exchanged at the Playland office. Adults get tickets for the Roundup (35 cents), Tilt-a-Whirl (25), Carousel (15), Cuddle-Up (25) and two tries at the basketball game, worth a quarter each. Kids under 16 get the Mirror Maze (25), Carousel (15), four kiddie rides (60) and two plays at the Roll-Down. They must be accompanied by an adult to play the games.
 Playland receives 55 cents from the Transit Authority, plus the 3 cents it must pay the City in sales tax. Park gives the Currys, game concessionaires, a dime.

THE FINAL CURTAIN

DOUGLAS—Earl,
 64, owner of Douglas Greater Shows, June 29 in Westport, Ore. (Details in Carnival section.)

FLYNN—Joe,
 36, assistant elephant trainer, recently on the Clyde Beatty Circus, at Buffalo, N. Y., Sunday (22) following a heart attack. He had lost part of three fingers in an elephant incident on the show recently and was recuperating at the home of CFA Roger Towne when he had the attack. Survivors include his mother, three brothers and two sisters. He had been with Maynard, Ringling and Beatty shows.

JELLY—Frank,
 92, one of the founders of Tehama County Fair, Red Bluff, Calif., recently in that city.

MARKS—Joseph,
 37, novelty salesman, June 24 in Chicago following a heart attack. Funeral was held June 30, with burial in Beverly Cemetery, Chicago.

STEWART—Merwin C.,
 59, retired operator of the Arcade at Big Bear Lake, at Los Angeles June 20. Survivors include his widow, a son and a brother.

TOWNSEND—Robert A.,
 36, executive of the Spencer (Mass.) Agricultural Association, recently in a bulldozer accident on his farm near West Brookfield, Mass. He was a member of the association for the past

BIRTHS

FENNEL-BRENTLEY—
 Jimmy Fennel Jr., son of Jimmy and Lois Fennel, of Page Combined Shows, and Elizabeth Brentley, Kite, Ga., recently in Georgia.

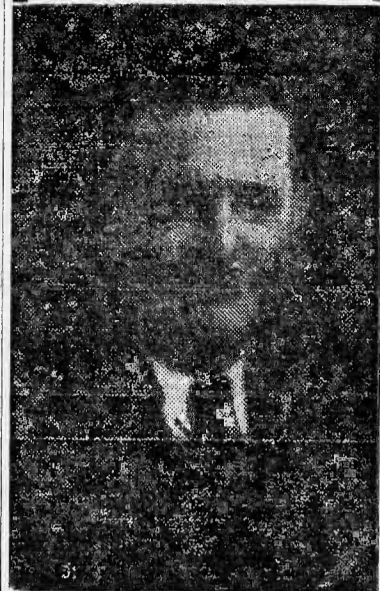
BIRTHS

DE GROOT—
 a daughter, Neila, to Mr. and Mrs. Neil De Groot June 24 in Middelboro, Mass. Parents are with Playtime Amusement Shows.

SAURO—
 a son, Michael Jr., to Mr. and Mrs. Michael A. Sauro June 28 in Dayton, O. Parents are jewelry and novelty concessionaires.

10 years and was superintendent of oxen and horse pulling events. He leaves his wife, Rita; two daughters, Leesa and Linda, and two brothers, Norman and George.

In Cherished Memory of My Dear Husband Denny Pugh



IN FOND MEMORY of Our PAL and PARTNER DENNY PUGH

Who Passed Away July 10, 1949
 "Always in Our Hearts"

JOE and SALLY MURPHY

Who Passed Away July 10, 1949
MARGARET PUGH

In Loving Memory of DENNY PUGH

Who Passed Away July 10, 1949

PAUL & ZULA JUHLIN, GRACE TINDER

In Loving Memory of my beloved husband FRANK COFFMAN LEEPER, SR.

Known in the show world as **JACK COFFMAN LEEPER, SR.**

a man who helped everyone but himself.
 Died May 10, 1958
 Rest in peace, Darling.
FLORENCE LEEPER

IN MEMORY of DENNY PUGH

who passed on JULY 10, 1949
SIMMY and INEZ CARROLL

In Loving Memory of My Brother BUCK ALLSUP
 who passed away July 5, 1955
JUNE BOYLES

In Memory of



IRVING J. POLACK

who passed away July 13, 1949, but whose spirit still lives in Polack Bros.' Circus.

LOUIS STERN

Elliot Ticket Company is printing the tickets, which are a 12-inch strip, each two inches square. They are counted in a Pitney Bowes tachometer.

The deal started working Saturday (5) after three years of effort on the part of Dick Geist, park vice-president.

Food Op Changing

Geist said a new food operator will come into Playland for the 1959 season after a 24-year association with Martin W. Martin. Martin, who came to Playland in 1934, had an exclusive on food and refreshments, and his lease was not renewed.

In another development, the park recently acquired a new Tornado vacuum cleaner with which to clean the metal plates in the Scooter building. Many makes were tested, Geist said, and the one chosen has given the best results.

MAGIC MOUNTAIN DELAYS OPENING

Postpones Bow Until Next Spring; Plans Tie-In With State Centennial

DENVER—G. Norman Winder newly elected president of Magic Mountain, amusement park now under construction along U. S. Highway 40 west of Denver, has set Easter Sunday 1959, as opening day for the multi-million dollar Old West park.

Winder, rancher and stockman, succeeds Walter F. Cobb who was named chairman of the board. Winder is also a director of the National Western Stock Show.

Winder said a preview opening late this summer had been planned but the decision was made to open next spring "in order to tie in with events planned for the State's Rush to the Rockies centennial celebration during 1959."

Magic Mountain will name its main area "Centennial City" and will dress all personnel in 1880 regalia. Ready for the grand opening will be a narrow gauge railroad, a ride depicting a boat trip down the Colorado river; a tour thru an early Western mine; a ride on an ore bucket lift; a drive-it-yourself race course with the cars being miniature reproductions of the horseless carriages era, and shops, stores and eating facilities.

Buildings which will be a part of Magic Mountain are being duplicated at the Brussels World's Fair. Howard Vineyard, general manager of Magic Mountain, is in Belgium on invitation of the U. S. State Department acting as technical advisor for construction of a typical Western-type town at the fair. The project will include an early Western saloon, fire station,

general store, trapper's cabin and blacksmith shop.

Advance national promotion for the park got underway last week with the departure from Chicago of a stagecoach bound for the park. The stagecoach, driven by Frank (Toad) Bricker, with Alex Galbraith riding "shotgun," is expected to complete the 1,000-mile trip around August 15.

NEW YORK

Space Park Slices Fee In 1st Week

NEW YORK—Admission prices at Spaceland, new kiddie attraction in suburban Westbury, were slashed by more than 50 per cent during its first week of operation. The spot opened June 19 with a sumptuous press party (The Billboard, June 30).

Gate charge is now 35 cents for adults and 20 for children. Original price was 75 and 50. The park adjoins the vast Roosevelt Field shopping center and occupies a refurbished airplane hangar and paved parking area.

Local kid TV stars have been appearing regularly. The space drama, cast and staged by Al Hodge, former Captain Video, was suspended Monday (30) on which the park eliminated the outside gate charge.

Gordon Opens New Kid Spot At Long Beach

LONG BEACH, Calif. — A new kiddie park, Merryland, was opened here last week (1) in the Belmont Shores section by Phil Gordon, who formerly operated the Bellevue Park in Belfast, Ireland.

The park equipment includes three major and five kid rides and an arcade building. The kiddieland fronts 250 feet on the Pacific Ocean, has parking for 185 cars with additional space nearby.

Gordon has been an amusement games operator on the local ocean front for nine years and has had games and arcades at Virginia Park for the past five years. G. Suderno, showman and construction engineer, is associated in the venture with Gordon.

Park Work Progressing At Vancouver

VANCOUVER, B. C.—A major permanent amusement park is now taking shape at Exhibition Park, and Burrard Amusement Company, which will operate the project under lease from the Pacific National Exhibition, hopes it will be in operation by July 15.

Top attraction will be the Giant Dipper, which will soar 70 feet high, close to the west side of Empire Stadium. There will be a new Scooter in a permanent building, many new rides including the Parachute, a Double Octopus and Helicopter. Among other rides will be the Ferris Wheel, Roll-Plane, and Merry-Go-Round. A kiddieland will present additional rides. Games, concessions and food joints will also be operated.

While these are the permanent operations, the rides, games and concessions will be augmented and shows also added during the exhibition period. The amusement park is expected to operate from May thru to the end of fair each year.

Three show people, veterans at the P.N.E., operate Burrard Amusement Company, Jerry Mackey, president, Robert Bollinger, v.p., and Denver Burtenshaw, treasurer.

Enchanted Forest Ads 2 New Rides

CHESTERTON, Ind. — Ted Kruse, owner of the Enchanted Forest Amusement Park has added a new Allan Herschell Helicopter and Twister to his line-up of rides.

Since Kruse bought out his partners several months ago he has embarked on a push to enlarge the park.

Extensive use of highway billboards is credited with drawing the crowds from the busy highway fronting the funspot.

Seaside Adds Helicopter

SEASIDE PARK, N. J.—Tunney and Groffie of Fun Town, U. S. A., have added an Allan Herschell Helicopter to their Seaside Amusement Park.

REPORT CARDS PAY FOR RIDE TICKETS

Bridgport Pleasure Beach Wins With (School's Out) Promotion Idea

BRIDGEPORT, Conn.—Pleasure Beach here reports a greater gross thus far than during the entire season under city management in 1957, and credits the increase to added units and promotional activity.

A leading gimmick pulled this summer was a highly successful "School's Out Party" which cost virtually nothing and netted 28,000 children. Jack Kelly and Don Becker, who pulled the stunt, set up report cards as admission tickets. Kids got their report cards punched and each card-holder was handed a five-ride strip ticket.

Acc in the deal was that the day was promoted in the name of Mayor Samuel Tedesco, who paid for the printing.

Also in the promotion vein were Monday's (30) CYO day, which drew 5,000 persons, and a pie-

eating contest last week, first in a string of contests such as bubble blowing and amateur talent. There were 150 kids entered for the contest, and a drawing trimmed the total to 12. Strong press coverage was won.

Wednesdays are half-price days for kids. Becker said another promotion is set for August 1, in cooperation with the Parents and Friends of Mentally Retarded Children, on which Pleasure Beach is splitting 60-40 on all tickets sold by the association.

The spot is still bringing talent in, and uses its ballroom on Saturday nights. Bands have not been drawing, it is reported, and future bookings will depend on whether a name vocalist comes with the band. Joni James and the Four Aces did well. Booked ahead are the Four Lads, Crew Cuts, Tony Bennett, and Frankie Avalon and a rock 'n' roll unit.

The system of weeding out possible troublesome patronage at its source has worked exceptionally well. A picnic and outing man handles bus bookings, and screens groups before granting special-price deals.

Mobile Spots Adding Rides

MOBILE, Ala.—Grand View Park, the largest amusement playground in Mobile has added three new rides to the earlier seven. The new devices are a Caterpillar, Roll-o-Plane and Ridee-O. In addition a new lighting system has been installed in the park operated by Gene Michael and Berney Smuckler. Chestang's Beach on Mobile Bay, also operated by Michael and Smuckler, has added a Chairplane and two kiddie units.

Parimutuel Ticket Unit Tried at Park

NEW YORK—Parimutuel ticket dispensing will hit the amusement park field if tests at Rockaway's Playland indicate the method's suitability. General Cash Register Company's unit is being tried. It takes blank stock, printing and numbering it while it dispenses. Changes of prices are simple, it is reported, requiring merely the substitution of a slug in the machine.

ROLLER RUMBLINGS

Mineola Cops Empire State RSROA Tourney

MINEOLA, N. Y. — Earl Van Hom's host Mineola Rink won the annual Roller Skating Rink Operators' Association New York State championships by edging Empire Rollerdom, Brooklyn, 247-237 before a record crowd and a record entry.

Wal-Cliffe, Elmont, N. Y., was third with 226 points, followed by New Skateland, Buffalo, with 85, and Menands, N. Y., fifth, 76. Twenty-three rinks entered more than 300 competitors.

Bob Reale and Arlene Geshwinder, Mineola, were the biggest winners. They took firsts in junior dance and junior pairs and seconds in junior figures and junior free style.

Other high scorers were Tom Bense and Kathy diMonda, Mineola, who captured first in juvenile dance and second in juvenile pairs. Empire's Helene Nastro, Joe Vellantoni, Lil Vardaros and Frank DiCennaro won the junior fours while Ken Schaffer, Empire,

copped the senior men's figures and senior men's freestyle contests.

Irene Donza, Wal-Cliffe, winner of the beauty contest, placed third in novice dance with Marcus Ramirez and third in novice pairs with Steve Goldman.

Mineola was helped to its 22 places—tops in the tourney—by Judy Snyder, who took firsts in intermediate ladies' figures and intermediate singles.

Winners of the New York State tourney also competed in the Eastern regional events at Haverhill, Mass., in preparation for the RSROA American amateur championships, July 27-August 3, Cleveland.

In preparation for the eight-day session at the Cleveland Roller-cade, the 90-by-250-foot skating surface is undergoing resurfacing. Plans call for the arena to hold 3,000 persons for the contest. More than 5,000 out-of-towners are expected.

(Continued on page 62)

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Circus Fans Stage Biggest Convention

CHICAGO—Circus Fans Association convened here Thursday (26) thru Saturday (28) in business sessions, visitations to two circuses, and social events.

It was the best attended CFA convention in history, Treasurer Gil Conlunn said. Registration total reached 212, about 40 better than the previous high.

Elected president was John C. Arter, of Charleston, W. Va. He succeeds Herman Linden of Aurora Ill. Newly elected vice-presidents are James I. Hassan, Philadelphia; Wally Ahlberg, St. Paul; Ralph Hartman, San Antonio, and Lyman L. Sheldon, Hollywood.

Directors elected here are Oscar V. Jacobson, Providence, R. I.; Ivan E. Myers, Wheeling, W. Va.; M. G. Corrow, Appleton, Wis.; Kenneth Fishleigh, Wheaton, Ill.; K. E. Word, Billings, Mont.; Frank D. Robie, Fort Carson, Colo.; August Dohert, Manchester, Tenn.; and William A. Sadler, Miami.

Fans met with the Cristiani Bros. Circus on the Chicago Lakefront. CFA members were on the lot Friday when the show came in. Saturday they attended the performance in a group. And late Saturday the CFA gave a buffet at which Cristiani personnel were guests. Several Cristiani side show performers took part in the program, which was at the Conrad Hilton Hotel.

On Thursday night the CFA members attended Hagen Bros. Circus in a Chicago suburb.

Orrin Davenport was honored by the CFA Friday night. Members of the Chicago unit of CFA presented him with a plaque recognizing the achievements of Orrin Davenport as a somersault rider and circus producer; the Davenport family as a bareback riding act, and the late John L. Davenport as a clown and trainer of riders. The Chicago CFA group is named for John L. Davenport, father of Orrin.

In business sessions at the Hilton Hotel, the CFA went on record as opposing a bill now in Congress

that would bar the importation of giraffes, okapis, llamas, and all other wild ruminants. A letter of protest is to be sent to the Senate Agriculture Committee.

Other resolutions included one commended CFA Joseph T. Bradbury, Chamblee, Ga., for his historical articles in The White Tops, and another one commended John and Alice Durant for their book, "Pictorial History of the American Circus."

Publicity on the CFA convention, most of it linked with the Cristiani lakefront appearance, was strong and included Page 1 pictures and stories in Chicago papers plus wire-photos and stories carried by the AP. Bill Montague handled this department.

Hunt Playing New Hampshire After Hiatus

NORTH WALPOLE, N. H.—Hunt Bros. Circus entered New Hampshire for the first time in several years, showing here Saturday (28). A small lot nestles in the valley with the menagerie side-valled.

Playing New Jersey, New York, Connecticut for four stands and two in Massachusetts brought the show straight up the Connecticut River valley.

Yorktown Heights (21) despite rain both afternoon and night was good with a good lot.

Meriden, Conn. (25), bought sadness to the personnel with the death of Phil (St. Leon) Wirth in the early morning hours in his trailer.

Bolton, Somers and Simsbury were the other Connecticut spots, followed by Westfield and Greenfield in Massachusetts. One of the highlights was a terrific thunderstorm both matinee and night at Simsbury. High winds accompanied the afternoon shower but not at night. However, the lot became so wet everything was moved off the lot to a nearby hard paved parking lot after the evening performance.

Press-radio man John Cloutman landed a front page story in The Meriden Record on "Sunday at the Circus" and was busy with radio interviews at WINF in Manchester and on the Wally Waggoner show on WHAI in Greenfield. Mr. and Mrs. Cloutman were visited at Westfield, Mass., by their son Roger Cloutman and family, of nearby Agawam, Mass.

Mrs. Al Hanel has returned to the show after surgery at Asbury Park and is continuing to gain daily, altho not yet ready to return to the program. Her son Alex is in both the aerial number with his sister Nina and the bar act, during the absence of his mother.

The fleet has been moving without incident but finds a difference between the present moves and those four and 10-mile jumps in Jersey.

RIVERSIDE, Calif. — Circuses sponsored by charitable organizations will be exempt from county license fees here, under terms of a new ordinance. A schedule of fees remains in force for circuses, carnival parks, theaters and other entertainment units not under such auspices.

Harold Closes Roanoke Okay; Tie-Ins Help

ROANOKE, Va.—Harold Bros. Circus played here for the Shrine Temple June 20-21 and came out okay despite a drop in the advance sale and threatening weather.

Date heretofore has been played indoors by the Polack Eastern show but the building burned down last year. So Harold Bros. was at Victory Stadium.

Deal with Kroger stores made up for part of the advance sale drop. Eight stores used circus flash, gave away tickets and conducted a circus contest. Elephants and clowns appeared at some of the stores. Press coverage was good.

Performance included Prince El Kigordo, Aerial Georges, Wiswell's Funny Ford, Will Hill's animals, LaNorma, Bobby Nelson's Trained Pigs, Seitz and Mendez high wire, Norbu, Great Galasso, Rudynoff's Horses, the Fredonia's, Flying Thrillers and clowns Charlie Cheer Al Ackerman, Joe Madden, Rudy Docky, and Jimmie Davisson.

Show's next dates are Lexington, Ky., August 13-16, and Mobile, Ala., August 28-30. Ralph Bedwell is promoting the Mobile date.

Cristianis, Parker Open Chicago Run; Draw Good Houses

Press Party, CFA Meet Mark Start; Sunday Turnaway; Publicity Strong

CHICAGO — Cristiani Bros. Circus and Tom Parker got off to a successful start with their history-making Lakefront stand here. On the heels of a three-show day in Joliet, Ill., the Cristianis moved to the lot south of Soldier Field, in Chicago, and opened Friday night (27).

A press party preceded the first performance and more than 1,000 press and broadcasting people were guests at a buffet served in the center ring arena. They stayed on for the performance, which was just short of capacity. This day and the next five pulled excellent weather, best the city has had this year.

Saturday (28) pulled a strong three-quarter house in the afternoon. At night the audience included more than 200 members of CFA. The crowd came late but built it into a full house, with only scattered reserves on the backside unused.

Sunday (29) scored a turnaway for the afternoon show. At night there was a strong half house at a time shows often do little here. Monday also is light for shows here, and Cristianis this time (30) had two houses, each estimated at between half and two-third of capacity. Tuesday (1) drew a three-quarter afternoon and a half house at night, when the weather began to change.

Wednesday afternoon had a hefty three-quarters, despite threatening, humid weather. At night there were about 1,000 cash customers, altho heavy rain began late in the afternoon and continued thru show time.

There was pronounced optimism around the show for the prospects of the run. Parker, who is in charge of many aspects of the Chicago engagement, and Lucio and Paul Cristiani were pleased with the way things started and with the

(Continued on page 56)

Packs Opens Strong, Sees Banner Season

ST. LOUIS—Tom Packs Circus execs are starting to talk of a banner season as the early stands produce big business, according to Jack Leontini, of the Packs staff. The show opened its St. Louis Shrine stand Tuesday (1) with a

record opening crowd of 14,789 people at Public Schools Stadium. This followed a street parade on Monday (30) in which Shriners and circus units took part as an estimated 130,000 people watched. St. Louis advances sales were the best of all 16 years' experience.

Packs circus is augmented for the St. Louis run and it uses 10 rings here. Among the added features are the Royal Ropers and Riders, 28-person mounted unit from Kansas City, which works on the track.

Earlier, the show had its best-of-series at Terre Haute, Ind., with approximately 14,000 people attending during the day, Leontini reported. Belleville, Ill., followed for June 24 and the best day the show has had there.

Springfield, Ill., formerly worked by another show indoors, was switched this year to a Packs production outdoors at the Illinois State Fairgrounds grandstand. Opening June 25 in rain, the date built to attendance of 8,000 for the final (27) showing. Leontini said this gave the Shrine the best attendance of any circus it has had there.

J. W. Hartigan Jr., has been in Uniontown, Pa., to see the Cetlin & Wilson show train and layout. John Fulghum, of the Beatty advance, visited the spot at St. Thomas, Ont., where the elephant Jumbo was killed in 1885.

week, Perry was fair, Fort Dodge was good in the afternoon but rained out at night, and Council Bluffs was pretty good. At Omaha's suburb, Florence, promotion saved the day. Both Ringling and Beatty are booked there and Si Rubens visited Adams.

Under the Marquee
On Page 46

Ringling Goes South in July

NEW YORK—Ringling-Barnum Circus has announced a revised route that takes it into the Deep South and to Texas in July and August. Dates are in ball parks and stadiums.

Show hops from Louisville (Ky.) Stadium, July 23-26, to Atlanta's Ponce, De Leon Ball Park for July 28-30, followed by Birmingham, August 1-2, at Rickwood Field. Next will be Memphis, Russwood Ball Park, August 4-6, and Houston's Busch Stadium, August 8-10.

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c/o Circus, Morton, July 9; Castlerock, 10; Battlesround, 11; Camas, 12; all Washington.

Tulsa to Utilize Bleachers, Tents

TULSA—The Tulsa State Fair will use bleachers, tents and other buildings on its grounds to replace its grandstand which was destroyed in a \$600,000 fire here on June 8, Clarence Lester, manager, announced. The grandstand and its accompanying 60,000 square feet of commercial exhibit space was leveled in a fire of undetermined origin.

Lester said the fair is currently negotiating for bleachers and hopes to have capacity for 5,000 by August 10, so that it can resume its regular weekly programs of auto racing and wrestling plus a number of other events that are on the program.

The loss of the 60,000 square feet of exhibit space also was a serious blow to the fair. Some of the exhibits will be moved into the pavilion, others will be spotted in the educational building and two tents, each 60 by 200 feet, will

be erected at the ends of the bleachers. One will house the fair's popular sports and boats show, the other the Atoms for Peace display.

Altho definite long-range plans have not been finalized, plans are to seek passage of a \$1 million bond issue in November for the erection of a new, air-conditioned commercial exhibit building that will measure 228 by 400 feet. This will be entirely separate from the new grandstand which will be financed by \$200,000 due the fair in fire insurance plus additional funds. The new grandstand will be a concrete and steel structure. The one that burned was of steel and wood.

Lester also reported that the fair recently opened two new 18-hole miniature golf courses which, along with its driving range, are doing excellent business. Grosses from the fairgrounds kiddieland, are also holding up well, he said.

REUNION

Jack Dempsey, Gibbons May Visit Shelby

SHELBY, Mont.—A reunion at the Marias Fair of Jack Dempsey and Tommy Gibbons, who fought a heavyweight championship fight here in 1923, is moving close to realization, according to Clifford C. Coover, secretary-manager of the event.

The two participants have been invited to return to the scene of their battle as guests of Montana, Shelby, the Marias Fair and the Glacier Park Company.

Coover invited both to Shelby for a reunion July 24-27, during the fair. Governor Hugo Aronson wired "Montana would be proud to have you return." William Browning of the Montana Chamber of Commerce also extended a welcome as did Don Knutson, of the Glacier Park Company, who invited the two veteran fighters to stay at the Glacier Park Lodge.

Coover, who said he found both interested in a return trip to Montana, has been working on the reunion for several years.

Spangler Bows Out As Red Lion, Pa., Mgr.

RED LION, Pa.—R. M. Spangler, manager of the Red Lion Gala Week Fair here for the past 37 years, has bowed out of that position in order to devote all his time to the operation of his Rolling Green Park at nearby Sunbury.

During the 37 years, Spangler has been either sole operator or co-sponsor of the fair in addition to handling the manager chores. The fair was started by his father, the late M. J. Spangler, at Fairmont Park in 1917 and was operated by him until his son took over in 1920. In 1937 it was moved to another

location and in 1951 to its present fairgrounds.

Spangler will serve in an advisory capacity for a few days at this year's fair which will be sponsored by the Red Lion Junior Chamber of Commerce and the Red Lion Concert Band.

Reithoffer Shows will provide the midway attractions this year. It is a night event with Wednesday and Saturday matinees for youngsters.

NOVEL STUNT

Canfield, O., Hosts 125 On Hayride

CANFIELD, O.—The Canfield Fair recently showed off its new buildings and announced its attractions program to civic leaders and press, radio and television reps by taking them all for a hayride tour of the grounds here.

The fair hosted 125 at dinner in the 4-H Building where the high points of this year's fair were announced. They then loaded up on tractor-drawn hay racks and toured the grounds where new improvements were pointed out by George Bishop, fair director in charge of building and grounds.

The attraction program will include the Lennon Sisters, Herb Shriner, Gabby Hayes, Randy Brown, the Commodores, Hubert Castle, Bobby Winters, Teddy Phillips orchestra, Johnny Matson, June Taylor Dancers, Candy Candido, Dennis Day, Toto, Tuppy and Cobina; Francis Brunn, Professor Backwards, the Petticoats and the Billy Erhardt Dancers.

Du Quoin Sets 2356 Purses And Premiums

DU QUOIN, Ill.—The Du Quoin State Fair will distribute close to \$235,000 in harness race purses and premiums at its August 24-September 1 run this year, officials announced last week.

A total of \$271,000 will be won by harness horse owners at the five-day Grand Circuit meet which includes the Hambletonian August 27. Premiums for cattle, swine, sheep, mules and heavy horses totals close to \$60,000, and \$3,600 will go to winners in agriculture, horticulture, textile, dairy, culinary and art divisions.

Fair opens with AMA motorcycle racing. On the Labor Day weekend, three 100-mile auto races are slated. Late model stocks compete on Saturday, midgets on Sunday and speedway-type cars on Labor Day afternoon.

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Burlington, Ia., Builds Barn

BURLINGTON, Ia.—The Des Moines County Fair has mapped plans for the addition of a new livestock building at its Burlington Hawkeye Fairgrounds, Wallace Rayer, secretary, announced.

The structure will be a clear

span, steel building and will replace three old cattle barns built in 1916. Competition date is July 20 with the fair to be held August 4-8.

The building will have an aluminum roof, providing an eight-foot canopy around the entire barn. The floor will be concrete with reinforced wire and the canopy will permit easy viewing of the animals by the public and provide a sun shade.

Second Charleston Event Contests Protective Law

CHARLESTON, S. C.—A new law which provides a 30-day competition-free period for the Coastal Carolina Fair is being contested by the North Charleston Junior Chamber of Commerce, which is planning a fair of its own.

A suit filed in the Court of Common Pleas here asks that the law be declared null and void. The suit alleges the law violates both the South Carolina and United States constitutions.

Plaintiffs in the action were listed as Paul B. Martin and Josiah G. Carter, president and treasurer respectively of the North Charleston Jaycees. Also listed as plaintiff is the recently chartered Charleston County Fair Association of North Charleston. The complaint says the two men are acting as individuals and as Jaycee officers.

Named as defendant in the action is the Exchange Club Fair of Charleston, Inc. The Charleston Exchange Club last year sponsored the Coastal Carolina Fair, replacing the defunct County Agricultural and Industrial Fair.

The complaint set forth that the fair association and the Jaycees "have arranged for the exhibition of a carnival at the Charleston County Fair and intend in good faith to exhibit such carnival at such fair."

As noted, this renews an effort by the Jaycees to compete with the Exchange Club Fair. The Jaycees last January reportedly started making arrangements for their fair. Exchange Club members then

sought action to protect the Coastal Carolina Fair. The General Assembly on February 13 enacted a law stating, in part:

"In Charleston County no circus, carnival or traveling show of any kind shall exhibit or do business under any auspices or condition for a period of 30 days prior or during the Coastal Carolina Fair by the Exchange Club of Charleston without consent of the fair board." The new law provides a penalty of a fine from \$500 to \$1,000 or three to six months' imprisonment, or both.

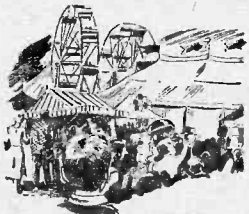
Meanwhile President R. B. Scarborough, of the Coastal Carolina Fair, says plans are going ahead for the fair to be held October 27 to November 1 at Johnson Hagood Stadium.

On the other hand, Paul B. Martin said the Jaycees definitely will hold a fair this year. He added that a site has been chosen and that a tentative date—two weeks before the Coastal Carolina Fair—has been set. James E. Strates Shows, which has been providing the midway for county fairs here for a number of years, has been put under contract by the Jaycees, it was stated.

As noted, Strates wasn't rehired by the Exchange Club for its fair this year. Amusements Company of America will provide the club's midway attractions.

The Exchange Club fair was incorporated October 1, 1956. The Jaycees' fair association—all its officers are Jaycees—was chartered last May 21 and recorded here June 7.

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ROYAL UP 12% AT BRANDON EX

Kids' Day, Holiday Swell Gross; Claxton, Mitzi, Best, Larue Vie

BRANDON, Man.—The first half of the six-day Brandon Exhibition, which opened Monday (30), gave the Royal American Shows higher ride and show receipts than the corresponding period last year.

Fact that Kids' Day and Dominion Day, a Canadian national holiday, fell on different days—Monday and Tuesday, respectively—accounted in a large part for the increase. Last year the holiday and the Kids' Day fell on the same day.

Wednesday (2), third day of the run, also provided the Royal with bigger receipts than the corresponding day last year. RAS officials, in projecting their early increases, figured that the show would wind up the fair date with

12 per cent greater ride and show receipts.

Four shows were bunched close together in the scramble for top money. Leon Claxton's "Harlem in Havana" was leading, followed in order by Mitzi, Dick Best's Side Show, and Lash La Rue's Western Show.

Representatives from other fairs who visited here were Steve MacEachern and Jack Warren, of the Saskatoon Exhibition, and Tommy McLeod and Bruce Peacock, of the Regina Exhibition.

Salem, Ill., Event Good For Franklin

SALEM, Ill. — Don Franklin Shows racked up good winnings at the annual Soldiers and Sailors' Reunion which wound up its six-day run here Saturday (28).

Attendance was reported to be the biggest in 10 years and every evening the midway was jammed with people. Only bad weather during the week was rain on Thursday evening which cut into that day's take.

Platform acts, including a line of girls, were brought in by Billy Senior of Barnes-Carruthers Theatrical Enterprises. Amateur performers worked the matinees.

Strates Scores In W. Endicott

ROCHESTER, N. Y.—A terrific week's business, following the best opening day since springtime in Washington, blessed the James E. Strates Shows last week in West Endicott. Playing the Town of Union, in Broome County, the shows' Monday (30) gross was described as outstanding.

Reid's Happyland Up 10% Despite Michigan Tight \$\$

YPSILANTI, Mich. — With nearly three months of operation in Michigan already chalked up, John F. Reid's Happyland Shows report business up on an average of 10 per cent over last year.

Despite recession conditions in Michigan, spending and midway attendance have built up, apparently as a direct result of the improved weather conditions. In 1957 the early season was consistently rainy, while the shows have not lost a single evening because of rain this year.

Typical was the experience at the Michigra, a biennial event staged by students at the University of Michigan in Ann Arbor, where business was more than double.

Happyland Shows have expanded to major truck show proportions carrying 17 rides, 5 shows, and 51 concessions. Fred Hollingsworth joined with his new Roller Coaster, while Virgil L. Dickey's Helicopter ride was added to the roster earlier.

All equipment has been painted and refurbished, and the large truck and trailer units, finished in both red and gold, provide attractive advertising for the show on the lot as well as on the road. A major switch was made by the purchase of four 100 kilowatt Caterpillar Diesel units to generate power for the show this year, after utilizing power company sources for some 30 years.

The show opened April 11 at

Garden City with a small spring unit, chiefly rides, building gradually for the official season opening at Mount Clemens May 23 under Exchange Club auspices. Weather was good here and helped to keep business about equal to last year's.

A two-day stand at Grosse Pointe Farms for the University High School followed. This was a new spot for Happyland, with business reported double last year's, aided by considerably more attractions offered the public.

The show then moved into the traditional downtown lot at Pontiac under Elks Temple auspices for the 27th consecutive year, enjoying about 20 per cent better business than last year.

From Pontiac Happyland moved here to Ypsilanti, for one of the longest stands of the year, 12 days, closing July 5. With considerable industry in this area, the impact of recession was felt, and business was down on some individual rides but the availability of extra equipment helped to maintain the overall volume.

The show splits into two units (Continued on page 56)

Groscurth Bows Big At Keokuk, Ia., Fair

KEOKUK, Ia.—C. C. (Specks) Groscurth's Blue Grass Shows and circus unit got away to a strong start here last week at the annual Jaycee Street Fair, which it was playing for the first time. Event opened Monday (30) and ran thru Saturday (5).

Seven blocks of the main street were devoted to the carnival, various exhibit tents, band concert platforms, square dancing areas and the like. Groscurth had 21 rides in operation along with the usual large number of back-end units. Show moved here from Fort

Wayne, Ind., 387 miles, without incident.

Shows included the Globe of Death with Marcello and Miss Nancy, and Gene Nadreau on the front; Monkey Circus, featuring Barney Dexter with Billy Sheetz as talker; two girl shows managed by Milton Shaffer; gorilla unit, Crazy House. Joe Sciortino arrived here with his Barnum Museum unit and a haunted house.

Rides included the Merry-Go-Round, two Ferris Wheels, Tilt-a-Whirl, Skooter, Octopus, Scrambler, Caterpillar, Helicopter, Round-up, Rock-o-Plane, Rolloplane, Roller Coaster, Flyoplane, Dangler, Jets and seven kid rides plus live ponies.

While the show was in Waukegan, Ill., over 50 of the showfolk were guests of Mr. and Mrs. Andy Kasin at a barbecue dinner at their summer home in Round Lake, Ill.

Alamo Wins After Hectic Spring Run

LANDER, Wyo.—After a hectic spring run that was highlighted by rain and cold weather, business for Alamo Exposition Shows has taken a turn for the better.

Farmlington, N. M., where the show was sponsored by the Sheriff's Posse, racked up a thumping gross. Durango, Colo., came thru with fine crowds and good spending.

Clyde Davis joined to manage the two girl shows. Dave Miller is talker on the "Follies." Joe Paloka has been ill, but is up and around again. Mrs. Paloka is back with it after flying home to Texas for an Eastern Star installation. Herman and Jo-Fay Reynolds and Larry and Madlin Nolan both recently celebrated wedding anniversaries.

Buck Receives New Helicopter

KEENE, N. H.—O. C. Buck shows recently added a new Allen Herschell Helicopter to its ride line-up.

The ride is carried over the road on a trailer mounted center section.

Reithoffers Prepping for Fair Season

HANCOCK, N. Y.—Reithoffer Green unit has been making out fairly well in summer spots. Unit left the barn in April to tour the Philadelphia area with Roxy Gatto Amusements.

Green unit has been under its own banner since May under Bill Goodman. Show carries six rides, a Funhouse, two additional shows and some 15 concessions. A Girl Show is slated to join here this week.

Business was good despite scorching weather in Candor, N. Y. Several tight lots have been played recently, but they have been in downtown locations which have not suffered from bad weather as much as those on the open road.

Reithoffer Blue is in downtown Manhattan under Pat Reithoffer Jr. Red unit is in Williamsport, Pa., under Pat Reithoffer Sr., for a two-week date, with the Sellingsgrove, Pa., Fair to follow. Fairs in New York start the week of July 21 in Waterloo.

Gooding Sees Promotion As Key to Profits

COLUMBUS, O.—"The well-promoted events are holding up extremely well," Floyd E. Gooding, president of the Gooding Amusement, said at the organization's base here.

"These events are producing real good ride and show grosses," Gooding, who now has a dozen ride units out, said in commenting on recent business.

The recession, he observed, is cutting grosses at those stands where there is a lack of promotion.

He reiterated his previously expressed view that the fair season will again yield good midway business.

"Fairs in most instances are extremely well promoted, and that's why they should again yield good grosses," he added.

The Gooding Zoo Park, Gooding reported, is getting about the same dollar volume as last year. He

pointed out that per-capita spending at the Columbus funspot is down but is offset by greater attendance.

"We have built up our picnic business substantially, introduced new attractions, and have done a more effective promotion job," Gooding said, in commenting on this season's business at the park.

The veteran operator and his daughter recently returned from a 12-day trip to Europe, where they visited Brussels, Paris and Rome.

The midway at the Brussels World's Fair gave him "no particular help so far as enlightenment went," Gooding reported. "There is nothing startling in the amusement area."

He added that the Wild Mouse, Roller Coaster and Skooter were getting money at the fair, but that most of the other midway attractions were getting light to little business.

Previous weeks were so-so but good enough to satisfy most hands with the unit. Schenectady was okay despite Strates being the fourth show in this season. Watervliet, outside Albany, a two-week date, was equal to last year, which was not bad.

Two backend units booked in thru Mickey Sullivan will be working fairs, beginning in Clearfield, Pa. One is Johnny Melendez's Ice-Pa. One is Johnny Melendez's "Ice-A-Rama" and the other is a revue managed by Tillman Reeves. Reeves joined last week with a Girl Show, which will be enlarged for fairs. Sullivan plans a 14-person revue, with four musicians including a Hammond organ.

Concessions have enjoyed fair business. Gene O'Donnell has had several big weeks with the Jones bingo unit. A Hawaiian Show from Ft. Lauderdale, Fla., joined last week.

Olson Bows OK At Anderson

ANDERSON, Ind. — Olson Shows opened well at the Anderson Free Fair here Monday (30) with good weather and large, altho not heavy-spending, crowds.

Ona Ken, two-year-old daughter of Mr. and Mrs. H. C. (Doc) Morehouses, office assistant, was guest of honor at a recent birthday party held in the cookhouse. All the small fry on the show were there as guests.

George Smith Fights Rain, Cold in Pa.


SIX MILE RUN, Pa.—George Clyde Smith Shows has been getting its share of the rain and cold prevalent thruout most of the country, altho on the few clear days, business has been okay. Earlier, the show had a ride unit out for three weeks and it grossed more money than during the same period a year ago.

Ride personnel includes Eddie Ryan, Laird Johns, Pete Howard, Blair Lockard, George Chew, Tom Watson, Shorty Delawter and Al Leonard. Pappy Curtis is mechanic, Sam Colliers has the sound truck, Jerry Brode is in the office and F. A. Norton is electrician, mailman and agent for The Billboard.

George Johnson has the Rock and Roll show, Margie (Tangarine) Fagan is also on the back-end, as are Zellie Garner, Mary Parrish and Ann Templeton. Alfred Hunter has the Funhouse and front gate and Jess Turner the Snakes.

Along concession row are the McWhety bingo with Cass Shottis as manager, assisted by Ed Martin, Paul Bowser, Don Esphie and Bob Wolf. Other front-enders include Max Levine, floss, snow and bushel basket pitch; George Johnson, six cat and pitch; Andy Krishner, pitch till you win; Hackett, glass pitch; Mike Sabor, popcorn and candy apples; Al Prinsnell, office-owned cookhouse; Red Bell, Charley Fagan, B. S. Smith and Jeff Parker, percentage; Robert Belrose, french fries. Agents in the office-owned concessions are Harry Fox, Bill Hartman, Mighty Robi and Vern Moores.

Don't Overlook
the
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ART B. THOMAS SHOWS, UNIT #2

WANT FOR THE BIG ONES

RIDES: Flyoplane, Rockoplane, Dodgem, Scrambler, Spitfire, Rocket, Tubs-of-Fun, Spinaroo, Comet, Paratrooper, Caterpillar. SHOWS: Ten-in-One, Monkey Motordrome, Snake, Unborn, Mechanical, Fun House, Crazy House, Animal, Girl, Athletic or any Show of merit with own transportation. CONCESSIONS: Photo Shop, Long Range, Glass Pitch, Hats, Hi-Striker, Age & Guess Your Weight, Parakeets, French Fries, Fish Pond, Roman Targets, Novelties, Bear Pitch, Hoopla, Basketball, Cork Gallery, Jewelry, Watchla or any non-conflicting Store working for stock.

ROUTE:
 July 8-10, Barnesville, Minnesota
 July 11-13, Farfile, Minnesota
 July 17-20, Warren, Minnesota
 July 21-24, Roseau, Minnesota
 July 25-27, Mahanomen, Minnesota
 July 30-31, North English, Iowa
 Aug. 1-3, Manson, Iowa
 Aug. 4-6, Pocahontas, Iowa
 Aug. 4-7, Alta, Iowa

Aug. 7-9, Gladbrook, Iowa
 Aug. 11-13, Emmetsburg, Iowa
 Aug. 15-20, Sioux Falls, South Dakota
 Aug. 21-24, Alexandria, Minnesota
 Aug. 25-28, Fergus Falls, Minnesota
 Aug. 31-Sept. 1, Postville, Iowa
 Winner, South Dakota
 Sept. 4-7, Redwood Falls, Minnesota
 Sept. 10-13, Waterloo, Nebraska
 Sept. 22-27, Mitchell, South Dakota

All replies to ART B. THOMAS, Per Route, Unit #2.

GARDEN STATE SHOWS

Want for Annual Memorial Association Celebration, July 14-19, Allentown, Pa.; with Fullerton Exchange Club Fair and Greater Whitehall Township Fair, Hokendauqua, Pa., to follow. Nightly entertainment, awards, exhibits, etc.

Want Concessions of all kinds except, Bingo, Grab, French Fries, Popcorn, sold ex. Will place Major Rides for these terrific ride spots at reasonable percentage. Especially want Tilt and Octopus. All address

R. H. MINER—GARDEN STATE SHOWS
 Vandling, Pa., now.

Wants—FRED'S PLAYLAND SHOWS—Wants

FOR THESE CHOICE DATES

July 23-August 2—Knoxville, Tennessee, Shopping Center
 August 11-16—Tazewell, Virginia, Agricultural Fair
 August 18-23—Rich Valley Fair, Chatham Hill, Virginia
 August 23-30—Downtown, Bristol, Virginia

Circus Act and any type Family Shows. Any Rides not conflicting, Hanky Panks of all kinds—no flats.

Wires to FRED CONTRELL, Manager, c/o Western Union, Bristol, Virginia.
 Letters to GRAVES H. PERRY, P. O. Box 270, Bristol, Virginia.

WANTED

COUNT STORE AGENTS and PEEK STORE AGENTS

who can and will work for stock when necessary.

CONTACT:
CLAUDE SECHREST
Cetlin & Wilson Shows
 or Broadhead Hotel, Beaver Falls, Pa.

THOMAS JOYLAND SHOWS

Want for Indiana Fairs: Lawrenceburg, Scottsburg, Marion County Fair, Indianapolis and Crown Point, Indiana. Southern route starting Sept. 1.

CONCESSIONS: Can place all kinds of legitimate Concessions, Photos, Hoop-La, Basket Ball, Bear Pitch, Long Range and Penny Arcade for Indianapolis and Crown Point Fairs, choice locations. SHOWS: Will place Grind Shows.

RIDES: Will book Scrambler, Rock-o-Plane, Spitfire, Dark Ride, Spinaroo, Merry Mixer. HELP: Want Caterpillar Foreman at once. Ride Men who drive Semis.

AGENTS: Want P.C. Dealer for Block and Pan Game at once. Hanky Pank Agents, Bingo Counterman. (Geo. Bartley, call me.)

ALL WIRE: L. I. THOMAS, MGR., NEW MARTINSVILLE, W. VA.

Morris Hannum Shows

One of the Great Eastern Shows

Ride Help Wanted—Experienced Ride Men who drive semis wanted for all Rides. Show now playing Phoenixville, Pa., July 7-12; then Morrisville, Pa., 14-19. All replies to MORRIS HANNUM

934 Murdoch Rd. Philadelphia, Pa.
 Phone (Philadelphia) Chestnut Hill 7-8176

ART B. THOMAS SHOWS

Want for the Red River Valley State Fair, Fargo, N. Dak., July 13-19. Hanky Panks of all kinds, especially want Short Range.

Can still place a few more family type Grind Shows. Contact:
BERNARD THOMAS, MGR.
 Fairgrounds, Duluth, Minn.

VOLUNTEER SHOWS

ALBANY, KY., JULY 7-12; FOLLOWED BY AIR FORCE PAYDAY.

CONCESSIONS: Place Photos, Snow Cone and Floss, Fishpond, Pitch-Tilt-You-Win and set of Diggers. Want two Mitt Camps with Hanky Panks, 6-Cats, any and all Hanky Panks. HELP: Want Agents for Pin Store, Razzle and Skillo. Also Bucket Store. Place crew for 6-Cat. Want Man to build cradle. Want Girls for new panel-front Girl Show. All useful Carnival Help. SHOWS: Want Shows with own equipment.

All address: C. R. LEONARD, MGR.; RALPH DECKER, BUS. MGR., Albany, Ky.
 P.S.: This show positively plays Muldraugh (Ft. Knox, Ky.), July 28-Aug. 2. Those joining now given preference for this date.

3RD ANNUAL WAPPELLA, ILL., CORN AND BEAN FESTIVAL

AUGUST 21-22

Now seeking Rides and Entertainment.
GEORGE SPRAY, Co-Chairman
 BOX 176, WAPPELLA, ILL.

Regina Off 30% For J. P. Sullivan

Turnouts Good, Spending Tight; All Segments Get Little Play

REGINA, Sask. — Teeing off for a 12-date tour of the Western Canadian B Circuit of fairs, J. P. (Jimmy) Sullivan's World's Finest Shows closed here Saturday (28) after a rather disappointing six-day stand under Canadian Legion auspices.

Plenty of viewers toured Sullivan's impressive layout but spending was at a low ebb. Business for the week was estimated at 30 per cent off from last year.

John Planalp's "Vice Les Girls" and Charlie Taylor's "Rock and Roll Revue" drew the major interest, in that order, but the activity on the rides and the front-end was not too good.

Even the kiddieland, usually an important factor, failed to make the grade despite Wednesday and Saturday matinee when the ride tab was only a nickel and ticket draws were made for poodles and teddy bears.

Weather was excellent all the way, probably the best Sullivan has ever encountered in Regina.

Last three days of the stay in the exhibition grounds were shared with the Gil C. Gray Shrine Circus, which played in front of the grandstand. Situation was the same last year, too.

(Drought Hurts)

The circus date was not regarded as having had any great effect on the financial outcome. Result probably stems from a general tightening up in the district, emphasized by a lengthy drought which is certain to have a bearing on the crop outlook.

Visitors from some of the other Class B Fairs, such as Weyburn and Yorkton, were on hand for a preview, and the Weyburn radio station sent a crew along for tape recordings. One of Sullivan's sons, John L., aged 9, came in from Toronto to tour for a few weeks.

Railways have imposed a 10 per cent increase on moves and there are indications the rentals on rail equipment may go up all over Canada, Sullivan reported.

"There's a little controversy going on, but no definite decision has been made as yet," Sullivan commented.

The season has been an encouraging one to date, weather-wise and moneywise, Sullivan said. Business in Eastern Canada was ahead 10 to 12 per cent, and there has been no serious weather trouble.

Page Reports Biz Up 25%

EMINENCE, Ky. — Despite some bad weather, Page Bros. Shows are running well ahead of last year and total gross thus far is close to 25 per cent over '57, W. E. (Shotgun) Page, manager, announced last week.

Show is carrying six major and three kid rides, a half-dozen shows and some 30 concessions. Staff includes Johnny Reed, business manager; Mrs. W. E. Page, secretary-treasurer; Jim Shroat, operations superintendent; Norman Littlefield, agent and billposter, and Corky Shroat, electrician.

Recent visitors included David J. Huls, Bee's Old Reliable Shows; Johnny Keef, Capital City Shows; Johnny Huls and Bill Hunter, Green Tree Shows; Mack House, Gem City Shows; Colon Lenard and Ralf Decker, Volunteers Shows, and Martin Arthur.

The Girl Show and the rock 'n' roll unit have been running neck and neck, the Scrambler and Round-Up have been topping the rides, and Phil Cronin's new Helicopter has been proving a hot item in kiddieland.

The show train made a fast hop to Regina from Virden, Man., the first turkey on the route, and unloading was done by mid-afternoon Sunday (22). Virden, a three-day fair which had just been revived after a long layoff, was a new date for Sullivan. It was the biggest blank the show had played in 20 years, he said.

From Samia, Ont., where business was the best in years (up 17 per cent), the show made a long jump to Sault Ste. Marie, Ont., for May 26-31. Weather was good and, altho business was off slightly from last year, it was still regarded as excellent.

A new lot was broken in at Sudbury, Ont., June 2-7, and business was termed "marvelous," despite a sandstorm on the final day. The biggest still date grosses in the show's history were recorded.

Next stop was the West Kildonan lot in Winnipeg, Tuesday (10) to Tuesday (17). Stand, played without auspices, proved a strong one. Weather was good and business was well ahead of last year. It was the 15th season on the same lot for the show.

From Regina the show moved to Weyburn, Sask., for the three-day fair. Other stops on the B Circuit include Estevan, Sask.; Portage La Prairie, Man.; Carman, Man.; Yorkton, Sask.; Melfort, Sask.; Lloydminster, Sask.; Vermillion, Alta.; Vegerville, Alta.; Red Deer, Alta.; North Battleford, Sask., and Prince Albert, Sask., August 7-8.

Still Dates Ahead of '57 For Heth Show

CONNERSVILLE, Ind.—Heth Shows wound up its still date route here last week and was all set to move into its first fair at Sturgis, Ky., for July 7-12.

All Kunz, owner, reported that business thus far this spring has been more than satisfactory. Opening at Sheffield, Ala., was 6½ per cent ahead of a year ago and the stand at Decatur, Ala., was 10 per cent up despite a heavy Saturday night rain. Evansville, Ind., opened slow but business picked up as the week progressed.

All rides are painted, and new fronts are up on the "Fantasy" and "Paris Models" back-end units. The entire show was converted to slim-line lighting this year.

At Evansville the Gem City Shows were across the river in Henderson, Ky., and much visiting took place between personnel. Among the visitors at Evansville were Don Greco, Paul Black, John Daus, Paul Conaway, Floyd R. Heth and E. R. Gray.

Mrs. Ep (Elaine) Glosser, wife of the shows' business manager, was given a shower by Mrs. Al Kunz and Mrs. Dorothy Mercy with over 50 of the fairs attending. Cake and ice cream was served. A shower was held in Decatur, Ala., for Mrs. George (Naomi) Jackson, wife of the Scrambler foreman.

CONCESSIONAIRES

NOTE

Both parks and carnivals are having a terrific gross on our new pull-up big head Gaucho Punk Rack. Flashiest ball game ever built. Knock three over you win a Panda Bear. Our information from both sources say it is the best. We build the complete rack or allow you to build it. If we build it we know it's right. Write for prices.

Still the best. One Ball Bottle Game with or without stands.

Six-Cats, three various styles.

Punks for Punk Racks, two various styles.

Pitch-Tilt-You-Win—we build the frame or sell you the blocks.

Penny Pitch Board—still the tops on a center joint.

Pop-Em-in-Buckets. Our bucket is very well known.

Over 30 Under 11 Tables.

Jewelry Spindles.

Spot the Spot Boards.

Aluminum Hockey-Buck Kegs.

Hoop-La Boxes and Blocks.

Add-Em-Up Dart Boards—Beaver Board and Sponge Rubber.

Pan Game. Pans or complete Tables.

Hi-Strikers—20', 24' and 28'.

IT'S NEW:

Sputnik—underhand, close-up ball game, underhand pitch.

Gammalines—new ball game. Very fascinating—ring the bell twice and you get a bear.

New Add-Em-Up Shuffle Alloys, 6 ft. long. Place orders now. Write for prices.

Our price is always in line with our merchandise.

Devil's Bowling Alleys—new or second-hand—wooden balls or rubber balls. Let us know your needs. The size of our factory gives us access to your immediate needs.

Terms: Cash with order or 25% cash, bal. C.O.D.

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FOR SALE

1 Allan Herschell "Little Dipper" Ride, 1 8-Car Whip. Both rides in good condition. Can be seen at Freestone Point Park, Woodbridge, Virginia.

WILL BUY Portable Scooter Building and late model Tilt-A-Whirl.

Address:
JOHN H. MARKS
 Box 771, Richmond, Va.

PERFORMERS and HELP

for Jig and other Shows.

Want Horn and Piano Players, 3 more Chorus Girls. Want Boss Canvasman who can handle big top and drive semi. Also Ticket Sellers. (Wm. "Sparkplug" Goodman. I am waiting for you and your people.) All salaries guaranteed out of office.

Due to disappointment, need A-1 Candy Man, also A-1 Talker for Geek Show. Have best Geek in the business. 60 ft. front. All replies to

DICK PALMER
 c/o Gem City Shows, Danville, Ill.
 July 8-13; Rantoul, Ill., 14-19.

WANTED

to Buy or Lease

Merry-Go-Round in good condition. Phone or write immediately.

SPACELAND
 Att: Lester Tobin
 Roosevelt Field, L. I., N. Y.
 Pioneer 7-8770

HOLIDAY AMUSEMENT CO.

Can use for Fairs starting now, ending in October. CONCESSIONS: Scales, Fish Pond, Hi-Striker, Cig Gallery, String, Long and Short Range, Buckets with two Hanky Panks, Novelties, Pitch Tilt-You-Win, Bingo for balance of season.

RIDES: can use capable Foreman for Schief Coaster and other Rides. FOR SALE: 1948 Super Roll-O-Plane with safety cable, extra nice condition, \$2,500 without trailer; cash, no deals.

FIELDING GRAHAM, Ottawa, Kan., July 7-8 & 9; Kansas City, Mo. 7415 State Line, 10 to 13; Pomona, Kan., 15 to 19.

BUCKEYE STATE SHOWS

YOUNGSTOWN, OHIO, JULY 8-12;
MT. STERLING, OHIO, JULY 15-19

WANT Stock Bingo and Hanky Panks of all kinds.

WANT Ride Help: First and Second Men for all Rides. Must drive semis and straight jobs. Top salary and bonus paid each week.

WANT experienced Ride Superintendent and Electrician. Must know all rides and handle men.

Contact Manager, as per route.

TURNER SCOTT

Wants MGR Foreman. All year around job for good, sober, reliable man. Want Agent for Age and Scale. Good proposition. Roy Petty, call me. Address: 120 North Grandview Ave., Daytona Beach, Fla. Phone: CLinton 2-0934.

WANTED

Tilt-a-Whirl Foreman and Second Man. Also Second Man on Scrambler. Must be sober and reliable. No collect calls accepted.

DELGARIAN AMUSEMENT CO.
1759 N. Newland Ave., Chicago 35, Ill.

WANT NOW

Wheel and Octopus Foremen. Must drive our tractors. Also Hanky Panks for Annual La-Mo. River Festival, week July 14.

FIDLER SHOWS
4217 Florissant St. Louis, Mo.

WANT TO BOOK

Legitimate Concessions and Cookhouse. No flats or alibis. For Sale—#12 Eli Wheel. Contact

JOE A. HARPER
Phone: Murray 9643, Owensboro, Ky.

WILL BOOK

Ball Games, Balloon Darts or any Hanky Panks not conflicting. There are no Ball Games on this show now. All replies:

JOE L. KING, KING BROS.' SHOWS
Ft. Garland, Colo., July 8-13; then as per route.

IDEAL RIDES

Want Concessions—Long and Short Range, Hi-Striker, Scales, Foot Longs, Pitches, Ball Games.

Want Ride Men for Merry-Go-Round, Wheel and Kid Rides. No cars.

HUB LUEHRS, Mgr.
Hymera, Ind., this week;
Demotte, Ind., July 14-19.

CURLY MARCH

Also CUTSHALL, phone or wire. Place Cork Gallery, Pitch-Till-You-Win, all Hanky Panks. Want Man to operate Kid Rides, Photo Agent, Up and Down. Help for Office Stores, Alibi; no lushes.

Wire or phone **MANAGER**
PETER PAUL AMUSEMENT
Woodford, Wis., this week.

FOR SALE

No. 5 Eli Ferris Wheel, good shape, ready to go, \$4,500.00 with trailer.

A. M. PODSOBINSKI
R-1, Box 354, West Palm Beach, Fla.
Phone: Overland 3-0949

STRANGEST ATTRACTIONS

On earth. Devil's Child, Wolf Boy, Jungle Pygmies, many others. Free Folder.

Tate's Curiosity Shop
3858 E. Van Buren St.
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AMERICA'S FINEST SHOW POSTERS

WRITE FOR 1958 DATE BOOK

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MASON CITY, IOWA

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Call me at once collect

BILLY AVERILL
c/o Northern Exposition Shows per route

Frank Robinson Now Operating Western Shows

EVERETT, Wash. — Western Shows, out for its 12th year, is owned and operated this season by Frank and Marian Robinson, who assumed the reins upon the death of Mel Cook, who died last year. Show also has a No. 2 unit under the management of Frank Robinson.

Staff of the No. 1 unit includes Joe Thomas, manager; Frank Kirsch, advance agent; Fred Armitage, lot man, and Curly Lloyd, promotion and billing.

Ride personnel includes Mex and Mae Snobar, Rockoplane; Sam Snobar, Rockoplane; L. S. Baxter, Helicopter; Jim (Pop) Hill, Kiddieland; Al Lamb and Henry Robinson, Ferris Wheel; Lloyd Kiesling and Leonard Bredstrand, Octopus; Norm Solheim and Albert Hampton, Merry-Go-Round, and Bill and Loa Loth, ponies. Cashiers include Lynn Robinson, Gail Robinson, Katie Lamb and Dorothy Brenner.

Along concession row are Margaret Schmidt, jewelry; Sverre and Vi Peterson, pop gun, fish pond and floss; Barlindal, fish pond; Max and Helen Miller, derby, watchla and bear pitch; Dorothy Durkee, watchla; Fletcher Durkee and Gene Boivin, derby; Cecil and Betty Besaw, one ball, balloon store and spindle; George and Lois Roach, bingo, punk rack and lead gallery; Charles Austin, novelties; Harry Shreve, rat wheel; Harry Goodman, marbles, wheel and add-em-up darts; Fred Armitage, string store; Jack and Katie Bierward and Orville Judkins, cookhouse, and Delmar McClothlin, scales.

Ray Cox Says Fair Season Looks Okay

FRESNO, Calif.—Altho business has been spotty for Great Western Shows on its 1958 route up to now, Ray Cox, show's owner-manager, is anticipating a prosperous fair season starting July 31 when the organization plays five California, State-supported exhibitions in a row.

The quintet of events starts with the Sonoma-Marine District Fair in Petaluma, being the first time for the show to play this contract. Following the Golden Feather Fair in Gridley, Great Western moves into the San Joaquin Valley to complete the season with harvest festivals and fairs in that section.

Cox said that fair dates played to this point had been "pretty good" but that a few Northern California still spots were off.

Show is now carrying eight major and four kid rides which will be supplemented by booking additional devices for the fair circuit. Cox purchased a Roll-o-Plane and a Scooper ride from the Frank W. Babcock United Shows, the deal originating when the Babcock units played the National Orange Show in San Bernardino last April.

Ben Morrison, Detroit promoter, is spending a month vacationing in Miami.

Harry Gold, a veteran of 40 years in outdoor show business, is a patient in B'nai B'rith Home and Hospital, Memphis, and would like to hear from friends.

W.G. WADE SHOWS

MECOSTA COUNTY FAIR, JULY 16 THRU 19, BIG RAPIDS, MICHIGAN

Followed by
DELAWARE COUNTY FAIR, JULY 24 THRU AUG. 2, MUNCIE, INDIANA

10 Days and Nights

—CAN PLACE—

SHOWS: Grind and Bally, Monkey, Fat, Chimp, Reptile, Illusion, Mechanical, Freak Animal, Sea Exhibit or Whale and/or neat, Flash Money Getting Shows. (Joe Sciortino, please contact, need some info.)

CONCESSIONS: Have opening for all Hanky Panks, Pitches, Derby, Ball and Water Games, etc. Also outright sales, Grab, French Fries, Popcorn, Photos, Ice Cream, Waffles, Snow, etc. (Newell Taylor, please contact.)

HELP: Opening for experienced, recommended Wheel and Kiddie Ride Foremen. (Frank Allegretti, contact.) All replies

D. WADE, W. G. WADE SHOWS

Bellevue, Mich., all this week.
P. S.: Art Noble, would like to get in touch with you.

BLUE GRASS SHOWS

Want for long route of Fairs and Celebrations commencing next week, July 14-19, at Tuscola, Ill., Annual Celebration in City Park; followed by Champaign County Fair, Urbana, Ill., Week July 21-26, and a continuous route of bona fide Fairs until Armistice Week in Florida.

CONCESSIONS: Hanky Panks, Prize-Every-Time-Games of all kinds, Glass Pitch, Age and Scales, African Dip, Derby Racer, Cookhouse that caters to Show People, Photos, Name-On-Hats, Lamp and Bird Pitches.

Wm. Perrot can place capable Grind Store Agents who can take orders.

HELP: Foreman for 12-car Scooter, top salary and bonus. Must be licensed semi drivers. Want Second Men for all major rides.

All wires to C. C. GROSCURTH—BLUE GRASS SHOWS, Hannibal, Mo., this week.

DON FRANKLIN SHOWS

Can place at once experienced couple for nice office-owned trailer Grab. Must drive panel truck.

Can place additional Ride Help. All must drive semis. Foremen, \$75.00; Second Men, \$50.00 weekly plus bonus.

FOR SALE: #5 Eli Wheel, perfect condition. New factory wooden seats, Fluorescent Star, Circle, Van semi trailer, \$5,500.00 cash. Delivery at close of Peoria, Ill., Fair, July 20. (No tractor.)

FOR SALE: 3 young performing Elephants, excellent act. All props, tractor and trailer. Fourth season on our route, reason for selling. Animals all gentle, healthy and broke for howdah. Also work in harness. Terms.

CONCESSIONS: Can place a few Hanky Panks for Peoria, Ill., Fair only, July 16-20. All replies DON FRANKLIN, MGR., Stoughton, Wis., Fair this week; Peoria, Ill., Fair next.

PARAKEETS



- ★ Superb Quality
- ★ Same Day Shipment
- ★ Lowest Prices Anywhere (Volume Shippers)

Call, wire or write for low quantity prices.

AMBASSADOR BIRD CO.
Phone: Johnstown 4-2144
Johnstown, Penna.

EVANS UNITED SHOWS

Can place for Hopkins, Mo., July 8-12; and other Celebrations to follow.

Want Pitch-Til-You-Win, Balloon Darts, Bumper, Bear Pitch, Basket Ball, Age and Weight, Foot Longs, Add-Em-Up Darts, Hoopla, Cork Gallery and others not conflicting, that work for stock. Can place Second Men on all Rides. Must drive. Place any clean Show with own equipment. Contact

MANAGER
Hopkins, Mo.

Thank You W. O. PAGE

Owner Page Combined Shows for your four G. M. C. tractor purchase.

"Save Money With Johnny"

JOHNNY CANOLE
Phones: WI 3-0003 or WI 4-9347
Altoona, Pa.

GOLD BOND SHOWS

WANT FOR ALL FAIRS STARTING AT SEYMOUR, JULY 16 THRU 20; PORTAGE, JULY 23-27; WILMOT, AUG. 6-10; DE PERE, AUG. 12-17; STURGEON BAY, AUG. 20-SEPT. 1; ALL WISCONSIN.

CONCESSIONS: Hanky Pank Concessions, Photos, Novelties, Bear and Bird Pitch, Ball Game, Coke Ring, Roll-A-Ball, Darts.

SHOWS: Want Mickey Mouse, Snake, Monkey, Illusion, 5-In-1 Side Show or any worthwhile Attractions.

ALL REPLIES BY WIRE:
MICKEY STARK, Mgr.
La Crosse, Wis., this week.

WANTED—ACTS—WANTED

Want Runt for Bally, Mitt Camp for Side Show. Can use two good Single-A Attractions. Have two attractive wagon fronts, eight good Fairs, including four State Fairs, Springfield, Ill., Des Moines, Iowa; Louisville, Ky., closing Beaumont, Texas.

Can use Ticket Sellers who can grind. Contact

PETE KORTES
c/o Olson Shows, Ft. Wayne, Ind., this week; Milwaukee, Wis., July 14-19; Sheboygan, Wis., July 21-26.

HARRY SCHREIBER WANTS

Agents for Six Cats, Buckets and Hanky Panks. Bill Perrot wants Players for Pin Store and Count Store. All replies c/o BLUE GRASS SHOWS, Hannibal, Mo., this week.

IMPERIAL SHOWS

CONCESSIONS: Pitch-Til-You-Win, Coke Ring, String Game, Photos, Heart Pitch.

RIDE HELP: Foremen for Octopus and other late Rides. Also Second Men. Must be sober and drive. Contact

BILL GULLETTE, MGR.
Palmyra, Ill., this week; Taylorville, Ill., follows.

AGENTS - - - WANTED - - - AGENTS

FOR BUCKET AND SET-UP COKES.
CAN USE WIVES IN PEAR PITCHES AND PICTURE FRAMES.
DULUTH, MINN., JULY 7-12.
ALL FAIRS STARTING JULY 14 AT FARGO, N. DAK., UNTIL NOV. 1.

CONTACT:
GEORGE LANE
c/o Art B. Thomas Shows, Duluth, Minn., This Week;
Then Per Route.

AMUSEMENTS OF AMERICA

Now booking due to our expansion of other Units. Want for Hammonton, N. J., Our Lady of Mount Carmel Church Celebration, July 14 thru 19; followed by the best truck show route in the East. 14 Fairs—Hughesville, Pa., Aug. 4 to 9; followed by Hagerstown, Md.; Huntinton, Pa.; Lehighton, Pa.; Fredericksburg, Va.; Statesville, N. C.; Sanford, N. C.; Petersburg, Va.; Burlington, N. C.; Sumter, S. C.; White Fair only; Lancaster, S. C.; Charleston, S. C.; Exchange Club Fair; Charleston County Colored Farmer's Fair, Charleston, S. C., closing November 8.

Can place Mechanical Show, Snake, Geek (Renton, contact), Wild Life, Monkey Show or Drome, Glass House and Motordrome. Want complete Jig Show, we have own equipment.

Rides: Scooter, Helicopter, Round-Up, Spinaroo, Rock-O-Plane, Fly-O-Plane, Water Boat Ride, and any good Major Ride not conflicting.

CONCESSIONS: Eating and Drinking Stands. Novelties, Legitimate Concessions. Foremen for Spitfire and Chairplane to join immediately. Can use Ticket Sellers.

All address this week:
JOHN VIVONA, Chester (Feltonville), Pa.

FREAKS—TALKERS—GIRLS

Wanted for Side Show and Girl Show.
Choice Eastern Fairs. Also:

ORGANIZED GIRL SHOW

for the following Fairs: Mineola, L. I., Sept. 6-14 and The Great Danbury, Conn., Fair, Sept. 27-Oct. 6.

DAVID ROSEN

4016 Atlantic Ave. Brooklyn 24, N. Y.
Tel: ESplanade 3-5360 bet. 2 P.M. & Midnight.

BROOKLAND, MICH., FIRE DEPT.

3 BIG DAYS AND NIGHTS—JULY 18-19-20

Want Hanky Panks and Direct Sales. No flats, camps or Girl Shows.
Want anything educational or family-type Shows. Address:

ELMER F. COTE, JR., Box 15, Utica, Mich.

TIVOLI EXPOSITION SHOWS

La Place, La., this week; followed by Marrero, La.
CONCESSIONS: Want Hanky Panks of all kinds, especially Hoopla, Balloon Darts, Long Range, Short Range, Spindle, Jewelry, Bear Pitch, Cork Gallery, Fishpond, Arcade, Age and Weight and Custard. Want nicely framed Bingo.
RIDES: Want Octopus, Pony Ride, Scrambler, non-conflicting Kid and Major Rides.
SHOWS: Girl Show wanted immediately. (Harold Weatherbee, contact). Want Motordrome, Funhouse, 5-in-1 Snake Show, Mechanical or any Shows of merit.
HELP: Can place Ride Help who drive. Must be sober. Concession Help. Can place Hanky Pank, 6-Cat and Bucket Agents.
All replies CARL ANSTEAD or FRANK SPINA, General Delivery, La Place, La., or wire Western Union.

Want—Men and Women—Want

Bucket Man, People to work One Ball Game, Men to work Swingers and Men to work Cat Rack. Also P. C. Dealers. CALL:

CHUCK MAGID

c/o Duluth Hotel, Duluth, Minn., or Wire c/o Art B. Thomas Shows.

HUNT AMUSEMENT CO.

Can book one Major Ride and Kiddie Rides for County Fairs starting Aug. 4-9.
Want Bingo at Salem, Ind.; Fair, Lyons, Ind.; Fair, Dyersburg, Tenn.; Fair, and other fairs to follow. Can book Girl Show and Minstrel Show for Dyersburg, Tenn.; Fair.
CONCESSIONS: Novelties. Will place all Hanky Panks, also French Fries, Snow Cone, Pronto Pups, Jewelry, and Hats. Want Bear Pitch, Long Range Gallery, Short Range, Age and Scales.
Contact RALPH HUNT as per route or write Route 1, Hebron, Ohio. Parkersburg, W. Va., July 7-12; Cincinnati, Ohio, July 14-19.

SUNSET AMUSEMENT COMPANY

WANTS Girl Shows. Athletic and other shows starting Monday, July 21, at Henry County Fair, Mt. Pleasant, Iowa, and balance of season. All fairs until closing at the Legion Fair, Caruthersville, Mo., in October.
Can use Photos, Custard, Ball Games and Hanky Panks. Want sober, reliable Half & Half to join at once.
Winona, Minn., Steamboat Days this week; Wilton Junction, Iowa, Celebration next.

GIRLS—\$100.00—GIRLS

For two Sit Down Shows. Strippers, rumba, specialties. Pay is sure by night or by week. Wardrobe furnished if needed. Want Feature, must be outstanding and attractive. Top pay. No time to write, Girls: wire or come on, will place you. (Pat Paris, Cleo, Bell, answer.) Wires to

MELVIN SHAFFER, c/o BLUE GRASS SHOWS
Hannibal, Mo., this week; then as per route.

AGENTS WANTED

For 125-year celebration on the streets. Open Wednesday, July 9, Bellevue, Mich. Spot workers Jimmy Mercer, Joseph Laird, W. G. Lewis, Charles Leo, Semmett or anyone who knows Redman, please contact. Picture Frame and Alibi Storemen. Swinger Frank from Minnesota, call me.

ROGER YOUNG

c/o W. G. Wade Shows
Bellevue, Mich., all this week.

P.S.: Art Noble, contact Laura Manos Young.

SCHAFFER'S 20th CENTURY SHOWS

Want for All Fairs

RIDES: Dark Ride, Mix-Up, Parachute, Spitfire, Roll-o-Plane, Kiddie Wheel, Boat, Tank, Whip. SHOWS: Athletic, Fat, Midget (Jack Kora, contact). CONCESSIONS: String, Bumper, Knife Rack, Hanky Panks, come on; Custard, Ice Cream. All contact:

W. A. SCHAFFER
Detroit Lakes, Minn.

Ried's Happyland Biz Booms

• Continued from page 53

next week, one going to Port Huron for the annual Blue Water Festival in front of the new city hall, and the other to Traverse City for the National Cherry Festival. The units rejoin again to play Garden City for the American Legion. The 47th annual Wayne Homecoming follows July 22-26, then a series of eight fairs in Michigan. These are mostly repeat engagements for many years, except for the Calhoun County Fair at Marshall, which replaces the Caro Fair on the route list this year.

For the first time, both of Reid's sons are with him on the show in official capacities—John G. Reid, who was with it last season, and Robert Reid, just discharged from the Air Force, whose European car with its European military license is attracting interest on the midway. Mrs. John F. Reid has completed recovery from recent major surgery and has joined her husband on the lot this season.

Visitors at Ypsilanti included Cameron D. Murray, president of Michigan Showmen's Association; Mr. and Mrs. Herbert Burtis; Fred and Bill Silber of Ferndale.

Roster of the Happyland Shows is:

General Staff — John F. Reid, owner-manager; John G. Reid, mechanical superintendent; Robert Reid, advance man; Virgil L. Dickey, assistant manager; Art Danton, ride superintendent; Robert Seeley, searchlight operator; Paul Sprague, publicity; Tom Brady, electrician; Jack Morris, assistant electrician; Ethel Stager, secretary; Buster Anderson, builder; Russell Stager, The Billboard and mail agent; Thomas J. Luech, artist.

Show-Owned Rides — Merry-Go-Round: Harry Mock, manager; Albert Best, Ferris Wheels (2): Robert Seeley, manager; John MacDougall, and Grover Howell. Roll-O-Plane: Arthur Danton. Tilt-a-Whirl, Jerry Reid, manager; Philip Conian, Sam Gregory and Florence Schafer. Caterpillar: Mason Miller manager; George McClellan and Phil Johnson.

Independent Rides — Virgil L. Dickey, owner; Helicopter, Robert Dickey, manager; Boat Ride, Milo Eckstein, manager; Bulgy, James Retzlaff, manager; Auto Ride, Roy Gordon, manager; Sky Fighter, James MacDougall, manager; Round Up, Wilfred Leadbitter, manager; Dark Ride, Melvin Whalom, manager; Robert Gray and Vera Whalom; Funhouse, Fred Gerard, manager.

Mr. and Mrs. Harold Lucas, owner: Rock-O-Plane, James Davis and Willard Shaffer; Dodgem, Leonard Jonas and Jerry White; Scrambler, Henry Smouse and Pete Greenwood. Mr. and Mrs. Fred Hollingsworth, owner: Coaster, Leo Brodkorb and Dexter Blackburn. Mr. and Mrs. Granville Pilant, Twister; Clinton Marshall and William Griffin.

Mr. and Mrs. Rex Barnes, Monkey Show and Big Bertha. Mr. and Mrs. Milo Anthony, Freak Show and Monster Show. Mr. and Mrs. Edward Miller, Girl Show, Posing Show, and Illusion. Mr. and Mrs. Granville Pilant, Penny Arcade; Richard and James Teen, agents.

Concessions

Mr. and Mrs. George Phillips, jewelry. Mr. and Mrs. Frank Slevinski and Alfred Slevinski, (4); Frank Allen, agent. Mr. and Mrs. Ted Keltly, shuffle ball. Edward Burge, cigarette game; Mr. and Mrs. Rex Allen, agents. James A. White short range shooting gallery. Marge Danton, swan pond. Mr. and Mrs. Pete Norman, 2; Tony Burke, Morris Blumberg, Billy Thurston, and Tommy Douglas, agents. Mr. and Mrs. Russell Tossey 3; Walter Mitchell, Mr. and Mrs. Leo Reid, and Fred Reid, agents.

Jimmy Koinis, popcorn; George Stavros, popcorn. Mr. and Mrs. Eddie Fitzsimmons 3. Mr. and Mrs. Clarence Rosenberg, french fries. Mr. and Mrs. Allen Diamond rolldown. Mr. and Mrs. Buster Anderson 5; Rose Dubin, John Anderson, Mr. and Mrs. Ralph Smith, agents. Mr. and Mrs. Monroe Gibbs, grab joint. Fred Nott, ice cream. Donald Garner 2; R. B. DeMent, Bob Miller and Lloyd DeMent, agents. Mr. and Mrs. Bill Hocker, kitchen gadgets.

Mrs. May Halstead, cookhouse; B. Buck, Perry Jaynes, Gladys Buck Frances Danes, and Thelma Miller, staff. Maynard Ostrow 7; Spencer Vardeman, Robert Griffin, Leonard Polacka, Jack Ostrow, Monica Starr Bob Hyre, Bob Wolf, Ernie Tyler, Tony Sandlin, Hoyt King, Pat King Harry Venteck, Bob Griffin, Alice

Cristianis, Parker

• Continued from page 51

outlook for the remainder of the 17-day stand.

Standout Publicity

Publicity on the stand continues strong and indications were that forthcoming material will help keep up the pace after the opening. The metropolitan newspapers were springing with pictures, column items, news stories and features in all departments. Emmett Kelly and other performers were appearing on numerous broadcasts. Sunday magazine sections and other special press was strong on Cristianis coverage.

On Monday (30), the calliope, Indians, elephants, horses, girls and several trucks paraded down State Street and halted for a noon-hour bally that was tied in with the State Street Council. The tie-in also had the show bringing several acts to a State Street platform each noon during the week. The State Street merchants were hoping to extend or expand the deal, with possibility of another parade being scheduled later.

Downtown ticket sales have been rolling along well, Parker reported. Sponsored telephone promotion is continuing and producing.

Add Holiday Show

While original plans called for skipping July 4 performances because the parking areas had been reserved by an American Legion Fourth of July celebration, the Cristianis show now has scheduled an afternoon show for the holiday. Circus will be dark that night and resume its full schedule the next day. Closing is to be July 13.

The circus makes a flashy layout on the lot formerly used by Ringling. Cristianis has not only the big top but also the Side Show and separate mneagerie tent. For the latter, two new middle pieces have been added. Also new is an attractive marquee. Canvas decorations for the back door and bandstand were part of a canvas order that arrived after the opening day and had not been put up by Wednesday. Red canvas trim inside includes double walling on which the seat sections are identified. Concession tops are new.

Midway also has the big Cristianis ticket wagon with name panel above it. The show's steam calliope is on the front end of the midway for frequent lot concerts.

In the menagerie tent are 13 elephants, including two Africans with tusks and two Indians with tusks; the Diano giraffe; rhino, hippo, polar bear, plus two truck cages with several dens of lesser animals. Show has some llamas and other animals which could be in the menagerie but so far have been staked elsewhere. Eddy Kuhn's cats are in the back yard for his act. One cage is in the Side Show.

Show is operating its own concessions.

Seeley, Don Saerril, Chiock Jankins, agents. Russell Stager 2; Melvin Biddle and Kenny Howard, agents. Mr. and Mrs. Edward Miller 2; Paul Sprague 5; Olive Sprague, Ervin Kolter, Marian Brady, Elmer Kanally, Ardella Garner, Frank (Whitey) Miller, Van Dennis, agents.

RIDES AVAILABLE

Have some open dates for bona fide Fairs and Celebrations in Michigan and Indiana.

DELUXE RIDE CO.

P. O. Box 308
Mt. Clemens, Mich.

GRIND STORE AGENTS**WANTED**

For Count and Pin Store at permanent amusement park. JOE GROSS, contact.

BOX CH-170, c/o Billboard
188 W. Randolph St. Chicago 1, Ill.

CAN PLACE IMMEDIATELY

Special Events Man to handle publicity and promotion for two outstanding Southern Fairs. Contact

AMUSEMENTS OF AMERICA

Chester (Feltonville), Pa., this week; Hammonton, N. J., next week.

SIDESHOW ACTS**WANTED**

Enlarging show for fairs. Want all type Working Acts and Annex Attractions to join here at once. No sex. Have 3 State Fairs, 14 Fairs in all. Wire at once:

EARL MEYER

c/o Proll's Broadway Shows
Falls Church, Va.

GIRLS WANTED

For Swinging Burlesk Show. Best of treatment, top salary. You will join outstanding act when season closes to play theaters and clubs. This is the newest idea in outdoor show business in sixty years. Wire collect.

LESLIE KIESTER

Hotel Nuville, Rochester, Minn.

RIDE HELP WANTED

Foremen for Tilt, Chairplane; Second Man on Coaster, and Kid Ride Operator. Will use wife in ticket box. Contact

J. W. MAHAFFEY

Erie, Kansas, July 7-12; El Dorado Springs, Missouri, July 14-19.

LARGE HOT RATTLERS

6-Ft. Blue Bulls or 5-Ft. Boas. Ea. \$15.00
Copperheads. Ea. 10.00
5-Ft. King of Black Snakes. Ea. 5.00
Gila Monsters. Ea. 40.00
Big Den Harmless Snakes. 25.00

BILL ALLEN

Fredericktown, Missouri

WANTED

Grind Store Agent who can take orders.

BILLY CRAIG, c/o Al Brown Shows

as per route

WANT

Foreman for Chairplane, Octopus, Rock-o-Plane, Tilt, Wheel and Merry-Go-Round for unit opening this week. Pat Bright, Jay Smith, come on. Want working Superintendent, want Show Painter, scenic and letter. All replies

MGR., CARNIVAL

Mt. Morris, Mich., to July 12

DOBSON UNITED SHOWS**WANT**

Cook House, Side Shows, Hanky Panks.

Phone or wire

Augusta, Wis., July 11, 12, 13,
or per route.

WILL BOOK

Round-Up, Rock-O-Plane, Live Ponies. Want Eli Foreman and four Second Men who drive semi. Blacky Steinfeldt wants Hanky Pank Agents, Book Mugg, Striker, Cook House and Hanky Panks. Open midway starts July 28.

DYER'S GREATER SHOWS

Amboy, Ill., this week

Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE

2160 Patterson St. Cincinnati 22, O.

CINCY LIST—
Ackley, Jimmy
Adams, Clint
(Rock-o-Plane Foreman)
Adams, Mrs. Mike (Peggy)
Adkins, Mrs. B. F.
Adkinson, Lucky
Alexander, E. & Mrs. Abraham, Frank
Allen, A. B. C.
Anderson, Bill
Anderson, Marion
Andy, David Be
Armatage, Rosemarie
Arnold, Floyd (Rube)
Asbury, Bob
Ayotte, Frank W.
Bailey, John J.
Baker, Sybil
Ballagh, James
Barnes, Tommie C.
Batt, Bill
Beal, Glenn & Edna
Beann, Ethel
Bennett, E. M.
Blake, Billy (Tex)
Bodin, Johnny
Bordman, Ernest & Mrs.
Bouchard, Romeo J.
Boyd, Mrs. O'Dell
Bozeman Jr., Oscar K.
Brady, Pete (Hollywood Thrill Show)
Brooks, Bugs
Broome, Yvonne
Broudy, Paul M.
Burns, Eddie H.
Burns, Kay
(Kaylets High Act)
Burns, Robert M.
Bybee, James H.
Carawan, C. L. & Mrs.
Carmody, Mike & Tom (Nelson Bros. Circus)
Carroll, Tommy J.
Carter, David
Cassidy, Mrs. Kay
Cavatero, Patricia
Christy, Avery
(Christy's Lunch)
Clancy, Carlisle D.
Clark, Harry S.
Cobb, Paul
Cochran, Dale
Cody Wyatt Dene
Cole, Brownie
Cole, Bruce
Coleman, Robert (Bob)
Connors, Mrs. Joe
Connors, E. L.
Cook, Jack
Cooper, Frank (Moon)
Cox, Loftin G.
Craik, Buddy
Crain, George L.
Cranan, Max
Crown, Don
Cupps, Wm. D.
Cyr, James & Mrs.
Cyr, Mrs. Maxine
Daley, Charles M.
Davidson, James E.
Davis, Mrs. Dolly
Davis, Graham & Mrs.
Davis, Mrs. H. L.
Davis, Harold Al
Davis, John M.
Dell, M. E.
Dempsey, Doreen
Dempsey Jr., John
Dennis, Harry
Denton, W. L.
Devine, Mrs. Alice
Dooley, Danny
Doyle, Ed (Cookhouse)
Dosko, Jerry
Duncan, Mary Jean
Duncan, Wm. R. & Mrs.
Durham, Ed
Edelston, Bob
Edwards, C. E.
Edwards, Mrs. E. L.
Emerling, Joe Tracy
Engerer, Capt. Ernest
Eule, Helen
Egerberg, A.
Fannin, Miss O'Dell
Feminger, Ralph
Fenstermaker, Mrs. Bill
Ferguson, Al
Ferguson, Danny
Flanigan, Wally & Mrs.
Forbes, Donald W.
Forkum, Mrs. Lee
Frisbie, Alfred L.
Fustiano, Anthony
Gallagher, John J.
Gallup, Mrs. Jack
Garrison, Raymond
Garner, Rufus B.
Gatts, Glendon R. & Mrs.
Gidden, F. E. Rosalie
(Dixieland Shows)
Gibson, William
Girard, Florence L.
Girouard, A.
Goldbek, Robert T.
Golden, John C.
Goodwin, Charles
Gordon, Buster
Gordon, George H.
Grant, Charles (Charlie)
Graves, John R.
Greenberg, Meyer
Groetzinger, (Groetzinger?)
Guilford, E. R.
(pkg. 30c due)
Haas, Levi
Haisch, Fred
Haley, Peggy
Hall, George & Nettie
Hallstrom, D.
Hamid, Mrs. Maudine
Hamling, V. E. Mrs.
Hannan, E. F.
(Playwright)
Hargrove, Terri
Harris, Les
Hatcher, Joseph
Haws, Mason
Haywood, Josephine
Hazelwood, Mrs. Beryl
Hedgecock, Lera
Heinman, Maurice
Hickey, Tommy (Josey)
Hiler, Ed
Hirschberg, Mrs. Ruby
Hoge, Mrs. Roland
Holstrom, Tip & Mrs.
Hoit, R. Wm.
Hood, Mrs. Evelyn
Hooker, Rayman L.
Hopper, Mrs. Barbara
Hornor, Floyd & Mrs.
Houseman, Robert Elden
Howard, John L.
Hudson, Elizabeth R.
Hunter, James G.
Hunter, Roy
Jack, Barbara E.
Jack, Frank
Jameson, V. E. Gene
Jeffery, L. L.
Jett, Paul
Johnson, John J.
Johnson, Rudy
Kelly, Guy
Kiser, G. B.
Kjos, Marvin O.
Klaus, Frederick F.
Kluderlein, Dutch
Knight, A. H.
Langs, Mrs. Doris
Lankford, Lester W.
Laren, Frank
Lawson, Happy
Le May, Barbara
Lee, T. Tom
Lilly, Geo. W.
Lloyd, Harold
Lollar (or Lallor), Mrs. Roy
Lorenz, Donald
Luck, W. J.
Lynn, John J.
McAllister, Tate
McCabe, Mrs. Ruth
McCurdy, Roy
McDaniels, E. J.
McGee, Mrs. John
McGee, Lester
McGill, Frank & Sallie
McKee, John
McManaman, Virgil
Mack, LeRoy
Mapes, Thomas O.
March, Eddy
Marcum, Marie
Martin, Mrs. Frank
Martin, Sam
Masters, Eddie
Miller, Bernie
Miller, Gerie
Miller, John F.
Mitchell, Frank
Mitchell, George
Mitchell, Lee
Mitt, Pete
Monroe, Jack
Morris, Walter Ed
Mort, Joe
Morton, Robert D or O
Murphy Bob
Myers, Fred E.
Myrie, Joe
Monroe, L. C.
Monroe, Robert
Montague, Duke & Mrs.
Moon, Rita
Moore, William J.
Moran, Tim A.
Newberry, Mrs. Jerry
Newby, Lyvonne
Nicholas, Green
Nolan, Ed
Nolan, Sonny (Barclay)

Norwood, Edna L.
Novak, John
O'Brien, Don
O'Brian, Mickey
O'Matta, Mike
Oarsons, O.
Oniel, D. Mike
Osborne, Glen
Osborne, Mrs. James L.
Osburn, Walker
Paige, Mrs. Clara
(Darden)

Paige, I.
Palmatier, Richard
Pannebaker, G. D.
Palmer, J. V.
Paradise, Toney
Parker, Miss Pat
Pasco, Betty
Paul, C. C.
Pearsall, Howard
Pelley, Bernard
(Whitey) & Mrs.
Phillips, Goody
Phillips, Norton B.
Phillips, Phil
(Pinhead)
Piercy, Mrs. Howard
Powers, Mrs. Nellie
Price, Arthur & Mrs.
Prusick, Chester
Puckett, George
Raetz, Gene O.
Ragan, Madeline
Raley, Ethel
Ray, Les (or Roy)
Reed, James E.
Revolt, Paul
Ridge, Kay
Riley, Mrs. Geraldine
Riley, W. R. (Mike)
Robbins, Mrs. R. W.
Roberts, Billy Joe
Rogers, Red
Romona, Ray
Roscoe, Bob
Russell, Francis
Sailor Bob
Salter, H. E. (Red)
Sauders, Mrs. Irene
Schmitt, Frank Urban
Scott, John H.
Serebnef, William
SECA, Concessions.
Fairs, etc.
Settle, Thurman D.
Shaffir, William
Sheriff, Leon Howard
Shoemaker, Patsy
Showalter, H. E.
Showalter, Mrs.
Siefker, Mrs. Margie
Simons, Joseph L.
Simpson, Jimmy
Sistrunk, John
Smiley, Mrs. Harry
Smith, M. A.

MAIL ON HAND AT NEW YORK OFFICE

1564 Broadway New York 36, N. Y.

Antonuk, George
Barth, Carl
Callahan, M.
Chelly, P.
Edley, Charles
Fenton, Marie
Fornier, Frances
Glass, Benny
Howard, John L.
Kemp, Earnie
Lemowick, Ray
Libeau, Ellen
McBride, E. D.
McKee, Al
McKee, J.
Miller, Larry

MAIL ON HAND AT CHICAGO OFFICE

188 W. Randolph St. Chicago 1, Ill.

Frazier, Mr. & Mrs. Ed
Hunt, Bill
Loward, John
Lea, J.
Lue, Ava

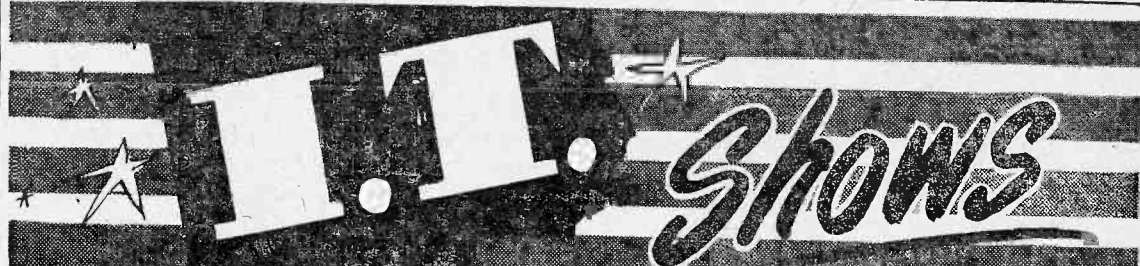
MAIL ON HAND AT ST. LOUIS OFFICE

390 Arcade Bldg. St. Louis 1, Mo.

Parcel Post
Welch, John, 9c

Ackley, J. W. Amitrano, Louis
Altsin, Tex J. Arger, Tommy
(Continued on page 62)

Smith, Melvin R.
Smith, Roy F.
Smith, Walter
Solomon, Capt. Sol
Spaeth, Lewis
Spain, F. E.
Sparton, Freda
Spina, Mrs. Frank
Staggs, Mrs. Jim
Stanley, Anna M.
Stanley, Mrs. M. G.
Star Hedy Jo
Starkey, John
Starr, Gwendolyn
Faye (Stellen)
Steel, Virginia (Ginger Lee)
Stempson, Dale K.
Stephens, Denise D.
(Alberto Zoppe Troupe)
Sterlan, Mrs. Faye
Stevens, H. G. (Turkey)
Stevens, William & Mrs.
Stewart, James H.
Stout, Silm
Sutton, Mrs. Margaret
Sylvester, P.
Tammamy, John F.
Thomas, Francis M.
Thomas, Lewis
Vandayberg, Berle
Vaughn, Mrs. Margie
Vogt, Don
Wallis, Ellsworth
Wailon, Raymond A
Wandol, John
Webster, Paul
Weinberg, Morris
Weisel, Kenneth
White, Mrs. Pat
White, Paul E.
White Cloud, Chief
White, Robert S. & Mrs.
Whittenbeck, C. W.
Wilder, Dan
Wiley, Jerry
Williams, B. J. & Mrs.
Williamson, Dave
Wilson, A.
Wilson, Harvey T.
Wilson, Wayne
Willse, Cash Leslie
Winchester, Norman
Winters, Lester J.
Wright, M. E.
Yotas Jr., James & Mrs. (Popcorn)
Young, Jonnie (Fathead)
Zomp, Paul



WANT

For Fiesta Grounds in downtown Haverstraw, N. Y., for the Chamber of Commerce Trade Fair, July 21-26, inclusive.

SHOWS—Sportland, Fun House, Wildlife and any nice Grind Show that doesn't conflict. HELP—Also want Foremen for Whip, Merry-Go-Round and Chairplane, plus Second Men on all Rides. Highest wages paid. (Drunks, don't apply.) Also want for following:

HAVERSTRAW, July 21-26
MIDDLETOWN (N. Y.) FAIR, Aug. 2-10
FLEMINGTON (N. J.) FAIR, Aug. 26 to Labor Day

WANT

MINEOLA (N. Y.) FAIR at \$20,000,000 Roosevelt Raceway, Sept. 6-14
GREAT DANBURY FAIR, Sept. 27-Oct. 5

Want all legitimate Concessions and Hanky Panks that don't conflict. All Shows booked already except Wildlife, Fun House, Hats, Novelties and Scales and Age are sold out for the entire fair route. Can use three Restaurant Concessions for the Mineola Fair. THERE IS NO EXCLUSIVE.

All replies, write or wire: I. TREBISH, 2686 Valentine Avenue, Bronx, New York City.

CONKLIN SHOWS

The Best Fairs in Eastern Canada

Leamington, July 29-Aug. 2
Peterborough, Aug. 6-Aug. 9
Belleville, Aug. 11-Aug. 14
Three Rivers, Aug. 15-Aug. 21
Sherbrooke, Aug. 22-Aug. 28
Quebec City, Aug. 29-Sept. 7
Renfrew, Sept. 10-13
Lindsay, Sept. 15-20
Kingston, Sept. 22-27
Kitchener, Sept. 29-Oct. 4

Also Western Fair, London, Ont., Sept. 8-13

Can Place Shows of Merit—Modern Rides—Legitimate Merchandising Concessions—Hanky Panks, etc. Sunny Broeffle, contact us.

All operators booked with us are requested to note change of opening date at Leamington to July 29. We open with a Big Band Tattoo.

FRANK R. CONKLIN

Box 31, Brantford, Ontario, Canada. Phone: Plaza 3-2619

GREAT WESTERN SHOWS

CALIFORNIA'S CLEAN... PROGRESSIVE... SHOW

WANT: FOR 5 CALIFORNIA FAIRS IN A ROW—PETALUMA, ROSEVILLE, PLACERVILLE, GRASS VALLEY, GRIDLEY and other Fairs and Celebrations for balance of season.

WANT: Hanky Panks at \$5 per front foot, center joints pay a way and a half.

WANT: Clean Side Shows and non-conflicting Rides for 35% of gross.

WANT: Ride Foreman and Second Men for top wages under new deal.

WANT: Hanky Pank Agents for office-owned joints. NO THIEVES, DRUNKS OR GYPSIES.

CONTACT: Cox or Harrison per route in Billboard, or write or wire 3732 Laurite Ave., Fresno 25, California.

PLAYTIME SHOWS

NOW BOOKING FOR 3 BIG MASSACHUSETTS FAIRS

WEYMOUTH FAIR

August 10-16
Fastest Growing Fair in New England
Horse Racing Daily
Circus in Front Grandstand Nightly
Big Name Star Kids' Day—Fireworks

MARSHFIELD FAIR

August 17-23
Horse Racing Daily
Big Nite Show
Fireworks

TOPSFIELD FAIR

August 31-September 6
Dog Racing Daily
Many New Added Features

MAINE FAIRS TO FOLLOW

WANT—Wild Life, Snake, Fat Show, Midgets.

CONCESSIONS—Grabs, Novelties, Racer, Hanky Panks. No gypsies or grift.

Write, Wire as per route, or ED BURR, Box 206, Quincy 69, Mass.

DEL FLORE AMUSEMENTS

BEAVER COUNTY'S LARGEST FIREMEN'S FAIR

JULY 14-19

Can use Concessions of all kinds.
All wires Greensburg, Pa., this week.

WILLIAM D. STANLEY SHOWS

Last Call for Fairs Starting July 10, Lisbon, No. Dak.

Can use Athletic Show, Mechanical, Monkey, Snake, Geek or any good Grind Show. Committee money on above. Also Hanky Panks, Glass Pitch, Short or Long Range, Scales, Pitches, Tip-Up Coke, Arcade, Break Record, Hoop-La, Jewelry, nut \$35 per week; playing two fairs per week. No flats or gypsies. Want to buy Schiff Coaster and #5 Wheel. All replies as to route in Billboard.

BILL McCOY

Can place capable and reliable Agents for all types of Hanky Panks and Alibi Stores. Need full crew for Six Cats—will give head to reliable party. Come on—will place you. Wimpy, get in touch; Andy, call me. Laurel, Del., this week; followed by Dover, Del. (Air Force payday); plus fairs until November.

GIVE TO DAMON RUNYON CANCER FUND

ROHR'S MODERN MIDWAY

Want Hanky Panks, Crazy Ball, One Ball, Basketball, Fish Pond, Pitch Games, Scale and Age, Short Range, Cork Gallery.

Can use good Second Men on all Rides who drive, also Jenny Foreman.

Melvin, Ill., July 7 through 12; Carlyle, July 15 through 19.

THE MARKET PLACE FOR BUYERS and SELLERS

Acts, Songs, Gags

"RICH AND RARE" OVER 1,000 ALL NEW Classified Gags, Replies! Only \$1. List free! Edmund Orrin, 2682 Filbert, San Francisco 23, Calif.

SEND FOR FREE CATALOG OF ORIGINAL new comedy material; Gagfiles, Skits, Monologs, Parodies, etc. Laugh Unlimited, 106 W. 45 St., New York City. jy28

23,000 PROFESSIONAL COMEDY LINES. Routines, Slight-Bits, Parodies, 1,600 pages! Free catalog. Write Robert Orben, 111 E. Carpenter St., Valley Stream, N. Y. jy7

100 POLITICAL GAGS, \$1—ORIGINAL AND collected material, 2,000 gags, \$15; 1,000, \$8; 500, \$4. Eddie Gay, 242 West 72nd St., New York 23, N. Y. jy7

Advertising Specialties

AN AD UNDER THIS HEADING AFFORDS you a very economical means for increasing sales of your products. See complete information on rates, etc., in Order Form opposite page.

Agents, Distributors Items

ABALONE, MOTHER OF PEARL, SHELL, Raffia and Fiesta Fruit Baskets, Flowers, Embroidements, Earrings, trial 18 pairs, \$5. Souvenirs, hand made, trial 30 different Souvenirs (\$50 retail value), \$10. Lastuka Products, Box 10248, Tampa, Fla.

ARITHMETIC MADE EASY WITH ANCIENT Abacus, complete with fifty page instruction book; retail, \$3. Wholesale \$18 dozen delivered. Calculator Company, Box 2097, Torrance, Calif. ch-jy21

AUTOMATIC LIGHTERS—DOZEN, \$2.95. Combs, gross \$1.00. Rainhats, gross \$5.95. 50¢ Ball pens, gross \$8.75. Samples, catalog 1001 bargains, \$1. Mills Sales, 889 Broadway, New York. ch-tn

BALLOONS WITH NOISEMAKER BLOW-ers. Great fun for children, \$3.25 per gross; minimum 3 gross, \$10. Rothblat, 9 Thayer St., New York 40.

CLOSEOUT TOYS, 12 ASSORTED ELECTRIC mechanical friction toys, \$12. Retail, \$2 to \$6. Rothblat, 9 Thayer St., New York 40, New York.

DECALCOMANIA TRANSFERS NOW OFFERED in small quantities, quick delivery; an attractive name plate on your product is the best advertisement. Side line salesman wanted, also make money with our line of automobile initials and Sign Letters. Free samples. "Ralyco," XL, Boston 10, Massachusetts. ch-np

EARRINGS, ASSORTED STONE AND TAIL-ored. \$6.00 per gross plus postage. Bill-folds, plastic alligator or lizard, \$10.80 per gross plus postage. C.O.D. gross lots. New England, Dept. B, 124 Empire St., Providence, R. I. jy28

FAMOUS MFR. CLOSEOUTS

Assorted Stoned Brooches \$1.75 dz.
Stoned & Tailored Earrings 1.75 dz.
Pierced Earrings on Display 1.25 dz.
Charm Bracelets, asst. 1.50 dz.
Eng. Lord's Prayer Neck., boxed 3.00 dz.
Stoned Cameo Sets, boxed 4.50 dz.
Stoned Heart Miracle, boxed 3.00 dz.
Crucifix Cross, boxed 2.95 dz.
Children's Jewelry, boxed 1.00 dz.
Tie & Cufflink Set, asst. 3.50 dz.
Pearl Necklace (domestics) 1.45 dz.
Neck & Earrings, asst., boxed 7.20 &
Cufflinks, carded, asst. 1.50 dz.
Necklaces, asst. 2.00 dz.
Engraving Charm Bracelets 6.50 dz.
Ropes & Popitils 2.25 dz.
Send for descriptive literature on other terrific values on jewelry of all descriptions. 20% deposit with order, balance C.O.D. SAMUEL SILVERMAN & CO., INC. 1820 Westminster St. Providence, R. I.

FOGMASTER—CHANGE HEADLIGHTS into foglights, \$1 a pair, 50 pairs \$25. Fog, 7111 Vine St., Cincinnati 16, Ohio. jy7

GENUINE LEATHER BOOT KEY CASES—One dozen assorted colors on display card, \$2 postpaid; retail 29¢ to 49¢. Stutz, 611 N. El Paso St., El Paso, Tex.

HOSIERY—LOW PRICES; LADIES', MEN'S. Children's, Ladies' Nylons, \$1 dozen up. Slightly imperfect Nylons, packed cello bags, \$3 dozen. Prompt shipment and satisfaction guaranteed. S. F. Pollard Hosiery Co. (AMS-1741), 1258 Market St., Chattanooga, Tenn. jy7

JAPAN DIRECTORY. 145 JAPANESE MANUFACTURING exporters, Asia trade journal information, Japan opportunities, \$1.00 to-day. Nippon Annual, Box 6266-A, Spokane 28, Washington. jy21

JEWELRY CLOSEOUTS

E1—Tailored Earrings, Asst. Gr. \$18.00
E2—Stone Earrings, Asst. Gr. 21.00
E3—Stone Earrings, Etc., Asst. Gr. 12.00
2357—Hunting Knife & Sheath. Dz. 7.20
O1—Odd Lot Neck & Braces. Gr. 15.00
620—Snapshot Camera, Boxed. Dz. 16.20
W1—Men's 6-Piece Watch Set. 5.15
W2—Ladies' 5-Piece Watch Set. 6.25
9967—2 Hunting Knives & Sheath. Dz. 12.00
R3—Gent's Stone Rings; Asst. Dz. 2.50
1165—Tri-Color Flashlights, Bxd. Dz. 4.00
R-164—Religious Medallions, Bxd. Dz. 5.75
259—Fancy Brandy Glasses, Bxd. Dz. 1.35
B2—Boutiques, Boxed, Asst. Dz. 7.20
2256—3-Piece Pearl Set, Dxd. Dz. 7.20
E-2—Ronsou-Type Lighter. Dz. Cd. 4.50
G10M—M or W Sunglasses. Bxd. Dz. 7.20
20% dep., bal. C.O.D. Free catalog. Try samples of any items at res. prices.

NEW ENGLAND JEWELRY BUYERS
124 Empire St., Dept. 8, Prov., R. I.

BE INDEPENDENT
START YOUR OWN BUSINESS
stamping SOCIAL SECURITY PLATES,
NICKEL SILVER Key Pro-
tectors. Samples of either
50¢ with your name, address
and Social Security number.
Catalog free.
GENERAL PRODUCTS
Dept. BB-27, 188 State St.
Albany, N. Y.

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in 5 pt. caps, balance in regular 5 pt. upper and lower case. RATE: 20c a word, minimum \$4. CASH WITH COPY.

IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25c to cover cost of handling replies.

DISPLAY CLASSIFIED ADVERTISEMENTS

Attract more attention and produce quicker and greater results thru the use of larger type and white space. Type up to 14 pt. permitted. No illustrations, reverses, or other decorative matter. One pt. rule border on ads of 2 inches or more. RATE: \$1 per agate line, \$14 inch. CASH WITH COPY unless credit has been established.

FORMS CLOSE WEDNESDAY FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, O.

JOBBERS INVITED—SEND FOR SAMPLE and price list on College and Souvenir Pennants. Best price and quality. Hart Processing, Marine City, Mich. jy14

MEXICAN JUMPING BEANS—ONE OF THE world's wonders; they attract immediate attention; 10 playing charts with each thousand. 1M, \$7.95; 5M, \$37.45; 10M, \$72.35. Cash with order; shipped parcel post. The Hollinger Company, 1972 Tutwiler, Memphis, Tennessee. m-jy21

MORE BUYERS

Will Stop and Read

YOUR AD

if you use a

DISPLAY

CLASSIFIED AD

RATE ONLY \$14 per inch

RETRACTABLE BALL PENS, \$8.50 GROSS; minimum 5 gross. Silver Tip Refills, \$23 per 1,000. F. B. Sales, 54 Jefferson St., Brooklyn 6, N. Y. jy21

RUN A SPARE-TIME GREETING CARD and Gift Shop at home. Show friends samples of our new 1958 Christmas and All Occasion Greeting Cards and Gifts. Take their orders and earn to 100% profit. No experience necessary. Costs nothing to try. Write today for samples on approval. Regal Greetings, Dept. 10, Ferndale, Mich. ch-se29

SENSATIONAL POCKET NOVELTY DE-luxe; this boy has everything; exciting action, amusing, entertaining. Postpaid \$1. Agents wanted. Honest Bill, Bedford, Iowa. jy14

SPORT JACKET AND VEST SETS NOW available to fast-stepping salesmen who will go out and get the money. For full details Al Rubin, 3210 W. Arthington St., Chicago, Ill.

STINKBOMBS—POPULAR HIGH PROFIT joke item. \$5 hundred, \$35 thousand, postpaid. Joke shops, write. Kits, 1450 Drake, San Pablo 10, Calif. ch-tn

YOUR OWN BUSINESS—SUITS, \$150; Overcoats, 65¢; Mackinaws, 35¢; Shoes, 12½¢; Ladies' Coats, 30¢; Dresses, 15¢. Enormous profits; catalog free. Nathan Portnoy Associates, 2109 AF Roosevelt Rd., Chicago 8. ch-np

Animals, Birds, Snakes

A.A.A. TWO TRAINED CHIMPANZEES, weight 25.45 pounds each. Now is time to frame the only Giant Monster Dragon Show, with huge saw teeth, long tongue that darts out at great length. Just the show for you. Phone: Clearwater, Florida, 523165, Mowers, R.F.D. 1, Box 751.

AFRICAN MONKEYS—BEST FOR EXHIBI-tion, active, hardy. American monkeys, Mynah Birds. Request price list. Bronson Birds, 149B Fort George, New York 40, N. Y. Williams 2-1150. jy14

BEAUTIFUL 7-DOG ACT COMPLETE WITH props. Priced for immediate sale. Including 2 Somersault Dogs. Steele's Frontier Days, London, Ohio.

BIG SHIPMENT MONKEYS, MARMOSETS and Squirrels, \$15; Spiders, \$25; Black Weepers, \$30; Woollys, \$50. Price list on South American and African Birds, Reptiles; Organ Grinder Monkeys, large and small Animals trained. Animal Land, 5226 Pershing, Houston, Tex.

FAR EAST REPTILE IMPORT ARRIVING soon. Pythons, Monitor Lizards, Crocodiles. Get on our mailing list; don't miss this one. Hub Pet Supply, 8 West 66th St., Minneapolis 23, Minn. jy7

MONKEYS, SPIDERS, CAPUCHINS, Woollys, Marmosets, Squirrels, Kinkajous. Send for prices. Veterans Animal Import, 7801 Chef Menteur Hwy., New Orleans, La. jy21

MOST APPEALING LEOPARD, SEALS, SEA Lions, guaranteed healthy delivery by world's only trapper-trainer. Homer Snow's Sealquarium, 287 Jefferson, San Francisco. Greystone 42268. jy28

PARAKEETS, 60¢ UP; MINIMUM ORDER 25 birds. Cages, \$3.60 doz.; Canaries, Flash Cages, Rats, Mice, Monkeys. Immediate shipment. Terms: Part cash, balance C.O.D. Chicago Bird and Cage Co., 422 S. State St., Chicago, Ill. jy7

PARAKEETS, 85¢; CAGES, KNOCK DOWN, 30¢; set up chrome, 40¢; thousands shipped daily. Write: Wire, Phone Webster 9-4191. Chicago Bird and Cage Co., 422 S. State St., Chicago, Ill.

PLENTY HEALTHY SNAKES, ALL KINDS Rattlers, fixed or hot. Also Boas, Iguanas, Tegus, Horned Toads, Terrapins, Alligators, Badgers, Raccoon Cubs, Squirrels, Prairie Dogs, Deodorized Skunks, Wild Cats, Ring-tail Cats, Agoutis, Pacas, Coati-mundis, White Owls, Fantail Pigeons, Bantams, Horned Ovis, Gila Monsters. Good stock, priced right, plus fifty years' shipping experience. Otto Martin Locke, Phone MA 5-4523, New Braunfels, Tex. jy14

POLAR BEAR, FEMALE, 4 YEARS OLD, fine condition, \$750; Lion, 3 years, \$100; Baby Baboons for a real show, \$85 each up, according to variety and personality. Vervet Monkeys, hardy, for outdoor shows, \$60 each. Birds and Animals of all kinds. Southwick Annual Farm, Blackstone, Mass.

TRICK PONY—MINIATURE TYPE, 20 tricks, props; also two Pony Trailers, \$800. Quick Sale. Carroll Smith, Mohnton, Pa. Spruce 7-0922.

WILL TRAIN YOUR HORSES AND PONIES for Liberty Dressage and High School Acts. Rates are reasonable. Harby Herwig, Mauston, Wis.

Business Opportunities

FOR SALE—KIDDELAND AND DRIVE-IN Stand. Can now be seen in operation. 6 Rides, Picnic Tables, Benches. Stand completely equipped for sandwiches, soft drinks and ice cream. Near Ohio's largest State Park. Kiddy Korner Kiddieland, 1201 E. 3d St., Port Clinton, Ohio.

INVESTIGATE SCRIPTURE TEXTS. SEND 25¢ for twelve, all different, plasticraft samples, particulars, prices today. Standard Specialties, Box 4382, San Francisco, California.

PENNY ARCADE—ALL EQUIPPED; ALSO Shooting Gallery, Bldg. 50x100; four room house furnished, storage sheds. In view of ocean. Four lots, 50x200. Good business for 30 years, terms. C. L. Couchman, Box 173, Rockaway, Ore.

PORTABLE ROLLER RINK—40'x80'. COM-plete new tent, floor, sound system, skate operation, 100 pairs Chicago skates, wiring, maple sectional floor, etc., \$3,650. Bertram Orr, Rt. 1, Rockvale, Tenn. Phone CR 4-4019.

60" SEARCHLIGHTS AND PARTS, UNUSED Sperry and G. E. Lights and Generators; complete line of Parts, Operating Manuals, complete immediate shipment anywhere. Write for free parts and price list. Anderson Bros., 15400 Hesperian Blvd., San Lorenzo, Calif. np-aud

SOUTHWEST'S LARGEST LP RECORD OUT-let, established 8 years; excellent income; price approximately \$40,000, depending on inventory. Write Box 1090, Houston, Tex. jy21

Calliopes and Band Organs

DO YOU HAVE FOR SALE OR ARE YOU looking for equipment of this kind? An ad under this heading will reach many readers who want to sell or are seeking such instruments. For rates and other information, see Order Form on opposite page.

Costumes, Uniforms, Wardrobes

BLACK VELVET CURTAIN, FIVE SEC-tions (9x45), \$40; beautiful Ivory Curtain (8½x24), \$40; Golden Orange Velvet (18x7), \$35; excellent Red Velvet (7½x24½), \$75. Free Lists. Costumes, Orchestra Coats, Clown's. Wallace 2453 N. Halsted, Chicago.

CARNIVALS AND TRAVELING SHOWS—Good used, mixed colors, cotton Work Clothes for sale. Clean, pressed and mended. 5 doz. Coveralls, \$40; 5 doz. Shirts & 5 doz. Pants, \$40, shipped prepaid. Enclose check with order. Ohio Coverall Service, 321 W. High St., Lima, Ohio. jy21

SEQUINED PANEL SETS, \$7.50; SOLID Sequined Strip Gowns, Clown Suits, Clown Bundles, Plumes, Rhinestones, Impersonator Wigs. Free lists. Leroy Carpenter, 4618 Park Ave., Weehawken, N. J. Phone UNion 3-9509.

Food and Drink Concession Supplies

ABOUT ALL MAKES OF POPPERS, CARAMEL Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. jy21

Formulas and Plans

"EASY TO MAKE" SHAMPOO POWDER formula, \$1 plus generous sample. M. M. Dees, 820 Candelaria, N. W., Albuquerque, New Mexico. jy14

For Sale—Secondhand Show Property

A-1 PORTABLE SKATING RINK; FLOOR, good condition; needs top. Make offer. Ritz Skating, 1002 Central Ave., Cincinnati 2, Ohio.

COMPLETE FRONT FOR LONG RANGE Lead Gallery, about 18 sheets. Mangels make wood frame, counter and canopy top, \$225 cash; 2 pairs Iron 5 steps high, with hook on for entrance & exit trucks show, \$25 cash; Penny Pitch Board, 5 jack pots, \$15 cash; Mickey Mouse Game, 36 holes, pans & all needs new plastic sides, \$25 cash. Grover Kortonic, 4353 Warner Rd., Cleveland 5, Ohio.

FLY-O-PLANE, PERFECT CONDITION, OR trade for Tilt, Octopus or Rock-O-Plane in same condition. Paul Roads, 5403 George Terrace, Amarillo, Tex.

FOR SALE—MONKEY MOTORHOME, 5 Monkeys, G.M.C. Truck. Ready to go, no junk. Write or wire Walter Fisher, 18806 Bloom St., Detroit 34, Mich.

KIDDIE CAROUSEL ON TRAILER, \$1,295; Kiddie Glider with Trailer, \$995; Concession Trailer, \$1,095; Platform Scale, \$50; Singer Hat Machine, \$150. Howe Dayton Co., 2240 N. Gettysburg Ave., Dayton 6, Ohio.

1 32 FT. MERRY-GO-ROUND, USED ONLY 4 months; price, \$5,500. 1 Adult Rocket Train, in perfect condition, \$3,500. L. O. Boice, 2299 S. High St., Columbus 7, Ohio.

ONE (1) WHIP RIDE, COMPLETE, WITH OR without trailers. In fair condition; strictly a bargain. Terms can be arranged for some reliable party. For details contact Al Ginsburg at Richards Ford Sales, Hot Springs, Ark. Phone NA 3-5577.

3,000 FOLDING CHAIRS, 4,000 STADIUM Chairs, Theater Chairs, Lockers, Bleachers, Tents, Tables. Lone Star Seating Co., Box 1734, Dallas 1, Tex.

THIS IS A 14 LINE AD FOR ONLY \$14

You can buy this space to profitably buy or sell used show equipment.

TRAINS—ALL SIZES, GAUGES, TYPES, new, used, custom built. Photographs, details, \$1 bill (refundable). Miniature Trains, 33B Winthrop, Rehoboth, Mass. jy7

12-CR. ALLAN HERSHELL RIDE-O, A-1 condition. Completely rebuilt and well painted. Can be seen in operation. Stream-lined cars. Priced right for cash. Also several panel fronts. Vivona Brothers, 103 South 21st St., Irvington, N. J. jy14

WILL SELL OR TRADE KIDDIE JR. FERRIS Wheel, open seat type; used one season; like new. Thomas Felasco, 419 E. Lutten St., New Castle, Pa.

Help Wanted

ACCORDIONIST—DANCE & DINNER WITH combo & solo. 7 days a week; 10 or more weeks. Room & Board expected. Give background & wages expected JJM Maplecrest, ch New York

ADVERTISING REPRESENTATIVES ALL parts United States. Big special edition. Navy Life Magazine, Geo. L. Carlin, Hotel Roosevelt, Philadelphia, Pa.

ATTRACTIVE, ENTERTAINING YOUNG Lady to play piano at our piano bar six (6) nights a week (no Sundays), 8:00 p.m. to midnight. Steady work if you can do good job. Write, wire or phone The New Yorker, 6 S. E. 5th St., Evansville, Ind. Phone HA 3-0939.

EXPERT PLATER AND RECORD PRESSER. Minimum \$175 per week. Write full qualifications. Box C 358, c/o The Billboard, Cincinnati 22, Ohio.

I'LL SEND YOU FREE STOCKING SAMPLE, newest advancement in hosiery since discovery of nylon. Full-length, stays up without supporters, amazingly comfortable. Patented. Make money fast. Introducing to friends at 70¢ a pair, less than nationally advertised price. American Mills, Dept. 653, Indianapolis, Ind. np-se8

LEAD TENOR—COMMERCIAL COMBO vocals, read, fake, hotel tone, good habits, reliable, don't misrepresent. Bass write. Musician, 1433 S. 14th East, Salt Lake City, Utah.

WANTED—AERIALISTS FOR HIGH ACT, Cradle Bearer and Girls, consider good amateurs. \$100 per week. Booked for Fairs. Wire or write Sky-Rockets, 2160 Patterson St., Billboard Pub. Co., Cincinnati 22, Ohio.

Instructions & Schools

LEARN AUCTIONEERING—TERM SOON. World's largest school. Big free catalog. Reisch Auction School, Mason City 18, Iowa. jy21

Magical Supplies

NEW 152-PAGE ILLUSTRATED CATALOG—Mindreading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Handwriting, Sub-miniature transistorized Radiophone for mentalists. Brochure, prices, on request. Catalog 50¢. Nelson Company, 336 South High, Columbus, Ohio. jy14

Miscellaneous

BARGAIN—#8 TWO-CONDUCTOR HEAVY Rubber Insulation Portable Cable, 100 ft. lengths, 30¢ ft. Mail check. In business 38 years. C. Solon, 407 East Superior St., Duluth, Minn. jy7

WANT CARNIVAL FOR COUNTY FAIR, Sidney, Nebraska, August 6 to 9. Should gross three thousand. Wire or call W. E. Cunningham, 1024 6th Ave., Sidney, Neb. Cheyenne County Fair Board. Ph. 2379.

WANTED—CARNIVAL OR RIDES FOR 12TH Annual Lions Celebration, Sept. 5-6, Liberty, Ill. Contact Roy Linemeyer.

Mobile Homes

Accessories

A SMALL CLASSIFIED AD UNDER THIS heading will be seen by many show people in the market for this type of equipment. For rates, etc., see order form on opposite page.

Motion Picture Films and Accessories

SAVE 50%! GUARANTEED FRESH COLOR, B&W movie film! 8mm., 16mm. Free catalog! Eso-E, 47th Holly, Kansas City 12, Missouri. ch-np

16MM. FILM BOUGHT, SOLD AND EX-changed at \$5. Free list. Bryant Supply Co., Emporia, Va. np-se7

Partners Wanted

HAVE "LAST SUPPER" UNDER BLACK lite. Need trailer or van transportation and money for front. Good deal to showmen. Can book on West Coast. L. R. Rhodes, Box J, Daggett, Calif.

Personals

SONGWRITERS—GIVE ZEST TO YOUR songs. 1,000-word list of emotion-packed rhymes available. Send \$1 cash check, money order to Rym-a-line, Box 1442, Chattanooga, Tenn. jy14

WANT TO CONTACT JAMES PETERSON (Dominick Ingentio) or anybody knowing whereabouts; important information awaiting. Contact Box C-358, c/o Billboard, Cincinnati 22, Ohio.

Photo Supplies and Developing

COMIC FOREGROUNDS AND BACK-grounds, Direct-Positive Cameras, Paper, Photo Mounts, Glass Frames, Photo Novelties. Miller Supplies, 215 Main St., Alton, Illinois.

KODACOLOR JUMBO PRINTS, 25¢ 8' EX-posed, send \$2.50; 12, \$3.50. Cash refund failures. Regular film developed, 8, 40¢; 12, 50¢. Mallers. Big Pic, Jefferson City 1, Mo. jy7

PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developers, Frames, everything for direct positive photography. Write for our low prices. PDQ Camera Co., 1546 W. Cortez, Chicago 22, Ill. ch-tn

PHOTO BOOTH WITH PDQ CAMERA, fluorescent lights, photo size 1½"x2". Taken only 800 photos. Price \$225. Now in other business. Thurber Plastic Products, Sabina, Ohio.

Ponies

35 PONIES CONSISTING OF 20 FEMALES, 14 Males, 1 Burro; all for \$2,100. Truck available for delivering. Bonded and insured for your protection. Real close-out bargain. No time for letter writing. Phone day or night 9317. P. L. Cobb, Amite, La.

Printing

ALWAYS FASTEST SERVICE—QUALITY non-bending 3-color posters! 14x22 Win-dow Cards, copy limit 50 words, \$8 hundred; 17x26 size, \$12.50 hundred. Red Day-Glo Bumper Sticker Strips, size 4x15, copy printed in black, \$13 hundred. Tribune Press, Dept. 358, Earl Park, Ind. se29

BUSINESS CARDS—SAMPLES AND PRICES free. Immediate quotation on all other printing. Bold Enterprises, 10768 Hiway 71, Kansas City 34, Mo.

Salesmen Wanted

AD MATCHES SELL AMAZING DESIGNS—10, 20, 30, 50 and 240-light book matches. Biggest spot cash commissions; every business a prospect. Low prices for high quality. Repeats. Start with experience; men, women; full, part-time; buy nothing; sales kit furnished. Match Corp., Dept. 1-195, Chicago 32, Ill. np-jy21

BUMPER STRIPS, DAZZLING FLUORESCENT, 15"x4", 500 only \$75; sell for \$110. Spinks Signs, Ex. 175, Albia, Iowa.

FULL SIZE ALUMINUM CANES, \$6 DOZEN, sample. \$1. 20% deposit, balance c.o.d. Tennessee Valley Aluminum Products, Robert Ave., Murfreesboro, Tenn. np-jy21

This is a

DISPLAY CLASSIFIED AD

Your advertisement displayed in a space this size will cost only \$14 per insertion.

Trucks, Trailers, Accessories

A CLASSIFIED AD UNDER THIS HEADING will be seen by many prospective buyers of equipment you have for sale. Complete information on rates in Order Form opposite page.

CONCESSION TRAILER — ROTH BUILT. 6x9 inside. Opens 3 sides for jewelry, cotton candy, etc. \$650. Esta Dahm, 1103 Greenfield, S.W., Canton 6, Ohio.

18' CUSTARD TRAILER, NEW. ALL STEEL, insulated, walk-in cooler, complete hot and cold water system, water storage tank. Custard machine complete with condensing unit; space for other custard machine and short-order grill; wash sink, floodlights, serving counter. \$3,500. No reasonable offer refused. Custom Built Body, Camp Road, Hamburg, N. Y. jy28

EIGHT-FOOT SHORT RANGE TRAILER, new tires, and ammunition, \$600. LeRoy Miller, Rt. 2, Evansville, Wis.

Wanted to Buy

QUONSET HUT—40X80 OR LARGER, OR Steel Building. Write Sam Brown, Box 131, Barnabus, W. Va.

WANTED—BUY OR RENT. PORTABLE Bleachers. Need for September. H. H. Knoebel Sons, Elysburg, Pa.

WANTED TO BUY—25 CORK BALLS. 2 1/2 inches in diameter. Walt Cox, c/o Strates Shows, West Endicott, N. Y.

COIN MACHINE

Positions Wanted

A-1 SLOT MECHANIC OR AMUSEMENT Route Man. Years of experience, reliable, references; will relocate. Box C-357, c/o The Billboard, Cincinnati 22, Ohio.

EXPERIENCED MAN WANTS JOB WITH Music, Amusement or Vending Co. Servicing and collecting, route or shop work. Box C-338, c/o Billboard, Cincinnati 22, Ohio. jy21

Used Equipment

A-1 COIN OPERATED VENDING MACHINES. Everything made, barring none; brand new or used; under the market prices. Established 31 years. Mack H. Postel, 2852-B Milwaukee Ave., Chicago, Ill. jy21

SCALES—SCALES—SCALES — 5 WATLING Tom Thumb Fortune, \$35 ea.; 18 Watling 500 Fortune, \$35 ea.; 6 A.B.T.—Kirk Hiboy Guesser, \$45 ea.; 24 Watling 500 Guesser, \$45 ea., reconditioned and set for locations. Send deposit and shipping instructions; balance draft. Gayco Distributors, 4866 Woodward, Detroit 1, Mich.

SHIPMEN DUPLEX STAMP MACHINES. \$10, Triplex, \$29.50 each; like new folders, direct factory prices. USP Co. 100 Grand. Waterbury 5, Conn. jy14

MUSIC RECORDS ACCESSORIES

Business for Sale

RECORD STORE IN A TOWN OF 45,000. \$25,000 in stock & fixtures. Good lease on building. Tom Baird Jr., Real Estate, 8 S. Sutphin St., PH. GA 2-7612, Middletown, Ohio.

TALENT AVAILABILITIES

RATE: 5c a word, minimum \$1. CASH WITH COPY. Set in usual want-ad style, one paragraph, no display. First line in 5 pt. caps, balance in regular 5 pt. upper and lower case.

IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25c to cover cost of handling replies.

Agents and Managers

GENERAL AGENT — CONTRACTING, Press, Secretary, Adjuster; thoroughly experienced all branches show business, indoor and outdoor, railroad and motorized. Last 25 years agent circuits, mobile exhibits and Western shows in summer. Winter, magic, revues, hypnotism, theaters, schools. State proposition. Will work on percentage, but if you want me to finance advance save your stamps. J. S. Ramsey, Southern Pines, North Carolina.

Bands and Orchestras

SINGER—ON WAY TO "BIG TIME." WITH combo. Available now for night clubs, etc. (will give option to repeat at same low price later). Leader and 2. \$650 weekly; and 3, \$795; and 4, \$945. Personal Manager. Apt. 617, 59 W. North Ave., Chicago 10, Ill. Superior 7-2680. jy14

Miscellaneous

LICENSED ELECTRICIAN — DIESEL, transformer and arc light work. Available immediately; have tools; will and can drive rik. Gene Fair, Box 242, R #4, Niles, Mich.

PROFESSOR WRIGHT AND HIS 5-PERSON Variety Stage Show of Magical Illusions. Dance and Vaudeville. Write Professor Wright, Casey, Ill. jy14

SINGLE, EDUCATED UNIVERSITY OF Iowa. Lecture. Dr. A. R. Johnson, 852 11th Ave. S., Clinton, Iowa. jy14

Musicians

A-1 RINK ORGANIST—12 YEARS' EXPERIENCE best rinks; pleasing style, good beat. A skater's musician! Box C-349, Billboard, Cincinnati, Ohio. jy14

AT LIBERTY—BARITONE SAX DOUBLING tenor, clarinet and bass clarinet; formerly with Henry Busse, Russ Morgan, Al Donahue, Frank Pronio, Box 314, Cecil, Pa. Phone Canal 1-6299. jy7

AT LIBERTY—ORGANIST, HAMMOND. Experience piano and Solovox. Write Marjorie Ekadahl, 424 W. Third St. Apt. 4, Jamestown, N. Y. Phone 370273.

BASSIST, GUITARIST, VOCALS—WHITE, 35, equally good both instruments; prefer strong instrumental combo; semi-name experience, travel, pay own transportation. Mr. Cleo Scroggins, Gen. Del., Wadena, Minn.

BASS MAN, DOUBLING TRUMPET, Trombone, comedy M. C., vocals. Union, good appearance, name experience, will travel. Martin Hale, City Motel, Dickinson, N. D.

DRUMMER AT LIBERTY—ROCK 'N' ROLL, Hillbilly and Dixie. Southern States preferred. Cut or no notice. W. G. Scott, General Delivery, Norfolk, Va.

DRUMMER — BONGOS, VIBIST. EXPERIENCED all styles; solid drums, solo work on vibes. Strictly sober, reliable, serious musician. Beautiful new drums. Deagan Imperial vibes. Carl Dean, Gen. Delivery, Oklahoma City, Okla.

DRUMMER—CUSTOM 2 BASS SET. NEAT. Do vocal work: prefer combo. Roukue Hager, 873 Hesi, Columbus 6, Ohio. Phone AM 8-1127. jy28

PIANIST, DOUBLE ACCORDION. TOP references. Commercial, Latin, show, light classics; experienced in all. David Chody, Rainbow Hotel, Great Falls, Mont.

PIANIST — TRAINED, SINGLE, EXPERIENCED, popular, classical; alone, orchestra, accompanist. No telephone calls or wires. Letter, Raymond Dempser, Franklinville, New York.

PIANOMAN — ORK. COMBO OR SINGLE. Close here Aug. 16, available 18th. Write for detailed qualifications. Tape to responsible parties. Wayne Powell, c/o Zebra Lounge, Lexington, Ky.

TENOR, CLARINET, VOCALS, ALL ESSENTIALS, sober. Available immediately. Contact Musician, 3222 West St., Ames, Iowa. Phone Cedar 2-3641.

TRUMPETER, DOUBLE TENOR SAX. Vocals, some Accordion; Bongos; read, fake anything; married. R. Creighton, Box 5173, Sarasota, Fla. jy14

TRUMPET—EXPERIENCED. READ, FAKE, shows, travel. Prefer commercial combo. Gil Ataway, 1219 Pinegrove Ave., Atlanta 19, Ga. Phone: CE 3-2210.

TRUMPET — NAME EXPERIENCE. LEAD, shows, any style, including Latin; play any book satisfactorily. Locals 802, 10, Danny Little, 1456 Pleasant Ave., Wellsburg, W. Va. Phone REpublic 4-4851 jy14

Outdoor Acts and Attractions

BALLOON ASCENSIONS, PARACHUTE Jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. DeWitt, Indianapolis 21, Ind. au4

EXCITEMENT AND SUSPENSE RUN HIGH, for one mistake, just one, may mean 7. Poised high overhead, a tense figure stands — America's leading exponent of daredevilry, none other than Capt. Earl McDonald, the High Diving Sensationalist, and far below the great crowd and the blazing tank, surrounded by sharp, ugly spears. For patronage insurance contact 456 Lamphier Place, N.E., Warren, Ohio. Tel.: 45337. jy7

OUTSTANDING PLATFORM TRAPEZE act. Available for all types of outdoor events. Flashy paraphernalia, real act. For literature, details, address: Charles La Croix, 1304 South Anthony, Ft. Wayne, Indiana. Telephone: Eastbrook 3312.

PALOMINO TRICK HORSE WHICH DOES over twenty-five tricks. Five years' experience in Wisconsin. Desire work elsewhere. Clarence Husar, 1750 Western Ave., Green Bay, Wis.

RAYS CIRCUS REVUE — SIX PONIES, Dogs, Monkeys, Bozo Clown with Tintinette the Mite, Magnolia, Ohio, Route No. 1, Phone: UNION 62010 au18

SUPER ANIMAL ACT AND TRAMPOLINE act. Parks and fairs. Contact 2015 Oliver St., Ft. Wayne, Ind. Phone: H 1196.

COMING EVENTS

Arkansas Mammoth Spring — Soldiers, Sailors & Marines' Reunion, Aug. 11-16. E. E. Sterling. Paragould—Centennial, July 21-26.

California Santa Monica—Better Homes & Garden Show (Civic Aud.), Sept. 17-21. San Francisco—Flower Show, Aug. 21-22. Walter Gibson, 2255 31st Ave. San Francisco—Gift Show, Aug. 3-8. Kay Leber, 1355 Market St. Yuba City—Golden Jubilee, Sept. 26-28. Robert Clark.

Georgia Atlanta—Southeastern China, Glass & Gift Show (Aud.), July 20-23. Foster B. Stewart, Billmore Hotel. Savannah—Summer Bazaar, Aug. 30-Sept. 4. Irwin B. Griffin, Jewish Educational Alliance, 511 Albercorn St.

Idaho St. Anthony—Fremont Co. Pioneer Day, July 24. Golden C. Linford. Sugar City—Snake River Valley Horse Show, July 10-12. Dess Lauder.

Illinois Carthage—4-H Show, July 30-Aug. 2. Jerry Nutt Jr. Chicago—Associated Variety & Novelty Manufacturers' Show (Palmer House), July 27-30. Stockton — Street Carnival, July 17-19. Frank C. Niemeyer, Lions Club. Tuscola—Veterans' Reunion, July 14-19. Cal Raser, Nokomis.

Indiana Brownstown—Homecoming, July 14-19. Butler—Celebration, July 22-26. Cloverdale—Homecoming & Picnic, July 24-26. Crothersville—Centennial, July 12-19. Elkhart—Centennial, Sept. 11-20. Gaston—Lions Celebration, July 13-16. Harlan—Harlan Days Celebration, July 30-Aug. 2. Huntington—Street Fair, July 28-Aug. 2. Hymera—Old Soldiers' Reunion, July 7-12. Ladoga—Homecoming & Fish Fry, Aug. 20-23.

Odon—Old Settlers' Meeting, Aug. 20-23. Lex Seneff. Orleans—Celebration, July 7-12. Terre Haute—Miners' Picnic, Aug. 1-3. Jack Wilton.

Iowa Chariton — Lucas Co. 4-H Achievement Show, Aug. 5-7. Mrs. Lee Cottingham, Russell. Cherokee—Pilot Rock Plowing Match, Aug. 14-16. Sherman Peterson. Fort Dodge—Webster Co. 4-H Achievement Show, Aug. 4-7. Paul Harms, 210 Doud Bldg. Sibley—Osceola Co. Livestock Show, Aug. 18-20. Gene Alexander. Waterloo—Steam Engine Show, Aug. 14-17. Nat'l Cedar Valley Steam Engine Club, 1138 Kern St. Wilton Junction—Funfest, July 14-19.

Kansas Downs—Celebration, July 21-26. Kansas City — Legion Celebration, July 7-12. Lebanon—Celebration, July 14-19.

Louisiana Morgan City—La. Shrimp Festival, Aug. 30-Sept. 1. P. O. Box 111.

Massachusetts New Bedford—Eagles Circus, July 14-19. New Bedford—American Portuguese Veterans Fair, July 27-29.

Michigan Flat Rock—Homecoming, July 14-20. Manton—Manton Harvest Festival, Aug. 29-Sept. 1. Robert McBrien. Menominee—Menominee Dairy Show, July 26. Gall E. Bowers.

Minnesota Edgerton—Dutch Festival, July 16-17. Clifford Peterson. Winona—Steamboat Days, July 10-13.

Missouri Cassville—Old Soldiers & Sailors' Reunion, July 7-12. Columbia—Boone Co. Horse Show, July 18-20. Carson Teel. Gallatin—Davies Co. Jr. Livestock Show, Aug. 29. Geo. H. Schmitt.

Gower—Clinton Co. Jr. Livestock & Home Economics Show, Aug. 27. George R. McArthur. Linneus—Old Settlers' Reunion, Aug. 7-9. E. Thurlo. Louisville—Old Settlers' Reunion, July 23-24. Harry W. Atchley. Maplewood—Golden Jubilee, Sept. 8-13. St. Joseph—Interstate Jr. Dairy Show, Aug. 1. Webb Embrey. Sedalia—Pettis Co. 4-H Livestock Show, Aug. 9. H. L. Pack. Springfield—Ozarks FFA—Fat Hog Show, Aug. 28. Vencil G. Mount.

Montana Three Forks — Founders Celebration & Rodeo, July 25-27. A. Driscoll.

New Jersey Hammonton—Feast of Our Lady of Assumption, Aug. 11-16. Ralph Santelle, 221 Frenon St.

New Mexico Gallup—Inter-Tribal Indian Ceremonial, Aug. 14-17. Edward S. Merry. Las Vegas—Theodore Roosevelt Centennial, July 25-Aug. 3.

New York Patchin—Int'l. Bicycle Races, Aug. 2-3. Brian L. Morrissey, 75 Valley View Ave., Hamburg.

Ohio Beverly—Legion & Lions' Homecoming, Aug. 14-16. Bob Bloomfield. Clyde—Cherry Festival, July 7-12. Commercial Point—Homecoming, July 31-Aug. 2. Derby—Homecoming, July 25-26. Girard—Mount Carmel Festival, July 12-16. Grove City—Harvest Festival, July 16-19. Hanover—Homecoming, Aug. 13-16. Harrisburg—Homecoming, Aug. 7-9. Johnstown—Street Fair, July 7-12. Lexington—Homecoming, July 9-12. Mount Sterling—Homecoming, July 16-19. New London—Celebration, Aug. 30-Sept. 12. Westerville—Centennial, Aug. 18-23.

Pennsylvania Avonmore—Firemen's Celebration, July 21-26. Bangor—Blue Valley Farm Show, Aug. 29-30. Millard Gleim. Charleroi — Firemen's Celebration, July 14-19. Crabtree—Our Lady of Mt. Carmel Celebration, July 17-19. H. W. Churns, 524 Alexander, Greensburg. Harrisburg—Keystone Stud Ram Sale (Farm Show Bldg.), July 12. Harrisburg—Corriedale Sheep Sale (Farm Show Bldg.), Aug. 9. Harrisburg—Pa. Jr. Dairy Show (Farm Show Bldg.), Sept. 18. Harrisburg—Holstein Cattle Show (Farm Show Bldg.), Sept. 19. Mechanicsburg — Firemen's convention, Aug. 20-25. Stonesboro—Firemen's Celebration, July 23-28.

Texas Uvalde—Tex. Angora Goat Raisers Show & Sale, July 31-Aug. 2. Pete Gulley.

Wisconsin Butler—Frontier Days, Aug. 8-10. H. Fohl. Mukwonago—Summer Festival, July 18-20. A. W. Strehlow, P. O. Box 1, Waukesha. Thiensville—Lions Club Water Carnival, July 25-29. A. W. Strehlow, P. O. Box 1, Waukesha. Waterfront—Summer Festival, July 17-20. L. Chapman.

CANADA Ontario Renfrew—Centennial, Aug. 11-16. Thorold—Firemen's Celebration, Aug. 8-9. Windsor—Emancipation Celebration, Aug. 2-6. Quebec Jamesport—Jamesport Jr. Livestock Show, July 31-Aug. 1. Frank Nowland. Mount Vernon—Lawrence Co. Jr. Livestock Show, July 31. Troy B. Call. Parnell—Northwest Mo. Jr. Angus Show, July 13. F. B. Houghton. St. Joseph—Buchanan Co. Dairy Show, July 19. Webb Embrey. Warrensburg—Johnson Co. Jr. Livestock Show, July 29. Jack Jennings.

Pa. Oval Chartered HARRISBURG, Pa. — The Pennsylvania Department of State has issued a corporate charter to the Greater Pittsburgh Speedway, Inc., R. D. 1, Clinton, Pa., authorizing the new corporation to capitalize at \$40,000 to operate a track and promote races. Incorporators were listed as Frank Bovalina, Slovan, Pa.; Dominick Bovalina, Oakdale, Pa., and Angelo Falconi, Philip Falconi, Frank Dalbo and Jerome Tomassetti, all of Canonsburg, Pa.

Charter Race Track AYDEN, N. C. — Ormondsville Speedway, Inc., has been granted a charter by the secretary of state. Authorized capital stock is \$100,000. Incorporators are Johnnie Harvey Bowen and Lucille B. Bowen, both of Ayden, and J. D. Sutton, of Grifton. Jake Posey, former boss hostler and long-string driver with many circuses, celebrated his 95th birthday as guests of the Los Angeles CFA group. Party was at the Lyman Sheldon circus room. Later Jimmy Woods entertained Posey at Thousand Oaks, Calif., where guests included Mabel Stark, Frank Phillips, Slivers Madison and Dutch Warner. Another former driver, Harry McGee, gave a third dinner for Posey.

HERE'S A HANDY ORDER FORM FOR PREPARING YOUR CLASSIFIED AD
1. Type or print your copy in this space:
2. Check the heading, under which you want your ad placed:
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The Billboard, 2160 Patterson St., Cincinnati 22, Ohio
Please insert the above ad in _____ Issue
NAME _____ I enclose
ADDRESS _____ remittance of
CITY _____ STATE _____ \$ _____

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BEST Merchandise BUYS

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A WEEKLY GUIDE FOR THE WHOLESALE MERCHANDISE BUYER

PRICED TO SELL at Terrific Profits! While supply lasts!

Men's New Style WATCHES

Handsome, jeweled 1958 styles... complete with expansion bands... Guaranteed Movements... priced to sell on sight! (Sample \$1.00 extra.)

\$3.50

Ladies' Smart 1958 WATCHES

Brand new styles... complete with expansion bands! Fast sellers priced for BIG profits! (Sample \$1.00 extra.)

\$4.50

GET ON OUR MAILING LIST... Get in on the Cel-Max 1958 "Parade of Hits" Sensational bargains. All merchandise shipped 25% cash with order—Bal. C.O.D. 582 So. Main St. MEMPHIS, TENN.

CEL-MAX, Inc.

SUIT ALL TASTES Name-on-Hat Operator Expands Inventories

By IRWIN KIRBY

Names on hats has always been a successful operation, but recent years have seen so much merchandise produced that stands literally groan under the weight of dozens of different items. It's a far cry from pre-war days when an operation was a shoo-in if it stocked merely the standbys—beanies, jockey caps and crew caps.

Those were certainly the days, old-timers recall. A few basic models in four basic colors. Today, the well-flashed permanent stand carries as many as 40 models, and the traveling concessionaire uses as many as two dozen on fairgrounds. But there is some consolation in that television merchandising has stimulated a public hat-consciousness and the hat boys are reaping the benefits.

Television and films have also aided the permanent stand in creating a demand for monogram hats between the warm-weather seasons. Among the character hats available are Jolly Jellybean, Woody Woodpecker, Rin Tin Tin, Confederate Hat, Peter Pan, Zorro, Donald Duck, Mickey Mouse, Robin Hood and others. Current events and other elements of popularity are quickly grabbed by hat people with the result that we now have sputniks, flying saucers, top banana, space explorer and even Brussels World's Fair hats, the last being a version of the crew hat with the crown emblazoned with flags of all nations.

Endless Models

But this is only a start, as one can notice by letting his glance travel over the racks. The completely stocked stand also has yacht

(Continued on page 61)

WATCH VALUES **BULOVA! ELGIN!**

NEW STYLES **BENRUS! GRUEN! WALTHAM!**

CHOICE LOT! 6 for **\$49** (sample \$9.95)

Men's and Ladies Watches! All famous name brands! Plain or Rhinestone cases for Ladies—Luminous or Rhinestone Dials for Men! Complete with Expansion Bands! Reconditioned Guaranteed like NEW!

STANDARD BRANDS WATERPROOF WATCHES 6 for **\$59** (sample \$10.95)

Bulova, Elgin, Benrus— with Expansion Bands! New style cases—rebuild and GUARANTEED LIKE NEW! In lots of three or more.

15 and 17 Jewel Watches

WEINMAN'S

182 S. MAIN ST. MEMPHIS, TENN.

BELL SPECIALS

60" GLASS ROD 65¢ each lots of 50 Doz. lots \$8.50 doz.

Removable Handle, Positive Reel Lock, Collet-Type Nose Piece. (1 dz. minimum order)

10" BEAR—Plastic Bag \$4.80 doz.

26" BEAR (Approx.) \$21.60 doz. ALL PLYSH Assorted Colors. One dozen minimum order.

FLYING BIRDS \$6.60 gr.

BINOCULARS \$21.60 gr.

SWORDS \$21.60 (metal) gr.

25% dep. with order, M.O. or cert. check. Bal. C.O.D., F.O.B. Chicago. Open Sundays: 9:30 to 3:00.

BELL SALES CO.

1107 SO. HALSTED ST. Chicago 7, Ill.

YOU CAN'T BEAT BRODY FOR MERCHANDISE

26" Ass. Dolls—Duck, Clown, Bear and Doll Faces. Ass. Taffeta Colors. Ribbon on neck and legs. Large Pompon on chest. Each in individual poly-bag.

"FLASH AT A PRICE"

Dozen \$13.90 Sample \$1.50

TERMS: 25% DEPOSIT WITH ORDER, BALANCE C.O.D.

NEW 1958-59 CATALOG AVAILABLE FREE. SEND for Your Copy Today.

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1014 S. Halsted St. Chicago 7, Ill. L. D. Phone: MOndroe 6-9520 In Business in Chicago for 37 Years.

WORLD'S SMALLEST LITER

SMALLER THAN A POSTAGE STAMP

All metal chrome finish, sure-fire action. Individually boxed. Can also be worn on man's key chain or ladies' charm bracelets.

\$2.50 Doz. \$27.00 Gr.

Plus shipping charges, min. 3 dozen. Key Chains available \$1.50 per gr. extra. No Federal Excise Tax. Free catalog.

STERLING JEWELERS

1975 East Main St. Columbus, Ohio

Ideal for Engravers. State Your Business.

PLUSH—PLASTER—SLUM

We have been serving carnivals and parks since 1919, deliver or ship. We have the merchandise for you at the right price. Large line of Plush, Plaster, Slum, Blankets, Lamps, Baseballs, Bingo Merchandise. 25% deposit, balance C.O.D. Due to detour U. S. 31, come to 1500 S. East St., 2 blocks west on Lincoln. Loading dock, plenty of parking. No catalog. Write for price list or sample.

INDIANAPOLIS STATUARY CO.

1549 Madison Avenue at Lincoln Indianapolis 25, Indiana Phone: Me. 7-7575 Res.: St. 6-2683

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Gellman BROTHERS

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A GENUINE MONEY SAVING GUIDE FOR Premium Users, Auctioneers, Wagon Jobbers, Agents, Salesmen, Distributors, etc.

Our 35-year record of Honest and Dependable Service is your guarantee of Quality Merchandise at lowest wholesale prices.

BELLMAN BROS. 119 N. FOURTH ST. MINNEAPOLIS, MINN.

RED HOT PREMIUMS—PRIZES

HAND PAINTED DISHES

16 Pc. Sets . . . under \$2.50

We Manufacture All Size Sets

Also—Close-outs, Chipped Odds & Ends, Good Odds & Ends

Contact: Tom Tierney, Stetson China Co. Lincoln, Illinois, Phone 1500 Lincoln, Ill.

ATTENTION!

Throw Baseballs, Shooting Galleries

Blank Dishes for Sale CHEAP

Contact: Tom Tierney, Stetson China Co. Lincoln, Illinois, Phone 1500 Lincoln, Ill.

IT'S NO SECRET

You can be first to know what's the very latest in MERCHANDISE, GIFT, PREMIUM and NOVELTY items being introduced when you

READ "BEST MERCHANDISE BUYS" every week in The Billboard.

The Billboard, 2160 Patterson St., Cincinnati 22, O.

Yes Please send me The Billboard for one year at \$15. (Foreign rate, one year, \$15) 951

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RED HOT SELLER "COBRA RING"

★ Adjustable

★ Twist Around

★ 8 Brilliant Stones

★ 14 Kt. Gold Coloring

\$3.00 Per Doz. \$33.00 Per Gross

Hundred of hot items and rings at lowest prices. FACTORY TO YOU

COLITZ RING CO.

3 Broad St. Pawtucket, R. I.

America's "BEST" Jobber to the Trade of WHOLESALE GENERAL MERCHANDISE

J & N COOK, Inc.

763 W. Taylor St., Chicago 7, Ill.

Our Only Location, Managed and Operated by JIM AND NAT COOK

ALY THE GATOR

Aly is a Genuine Alligator Stuffed and Preserved. Aly is so unusual he attracts attention everywhere. Over 500,000 sold to date. A natural for any Carnival or Fair.

In 100 lots:

15 inch \$.75 each

21 inch90 each

26 inch 1.25 each

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A WEEKLY GUIDE FOR THE WHOLESALE MERCHANDISE BUYER

JULY 7, 1958

THE BILLBOARD

MERCHANDISE

61



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ALLIED ART CO.

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Name-on-Hat Operators

Continued from page 60

caps, with helmets, derbies, toppers, propeller beanies, sombreros, fuzzy wuzzies, baseball caps, Tyroleans and several kinds of cowpoke models.

The business naturally has its ups and downs which are influenced by weather and economic conditions, but grosses are alluring enough to make the action attractive to most casual viewers. A major sized fairgrounds stand can turn 2,000 pieces in a week, at \$1 and up each. A reasonable average for the hat stand is \$1,000 to \$1,500 in a week. There are all kinds of exceptions, of course. At one end of the scale is the Monday at the State Fair in Raleigh in 1951, when a stand grossed \$1,500. The same operator, however, played three small New York fairs with combined rentals of \$450, and grossed \$150 for the three. Since the weather was perfect all a hat man can do in such a case is consider the pronouncement of the king in "Anna and the King of Siam": "Is a puzzlement."

Embroidering on hats is a tricky trade, and not many more than 100 good workers are in it. It's a grind, and in some cases, where a fair is open, the competition can be fierce. Allentown, Pa., for example, draws seven or eight operators and a total of 12 to 15 stands devoted solely to monogram hats. Bloomsburg, Pa., gets even more. Nobody can explain it, but it's a good spot for hats, and operators aren't prone to worry about reasons when the business awaits them. Nor can they tell why they can unload big, heavy cowboy hats at \$3 and \$4 in a small Pennsylvania community, when other fair patrons won't part with more than a buck.

Cowboy Hats Big

Cowboy hats were small sellers 10 years ago, when suddenly a monogram version went over at the Fat Stock Show in Houston. From there the operator tried them in New Orleans at the Mardi Gras and also scored well. Perhaps it was a coincidence that the cowboy craze was just picking up speed, but, as was noted earlier, the operators didn't quibble over reasons, but laid in plenty of hats to cash in on the boom. No stand would be without Western hats today, in any of several weights and in both felt and laminated straw.

Machines used are standard embroidery ones, but it takes a master to do the intricate script and scrollwork, and adept, rapid workers are always assured of work. They are agents, working for such widely known operators as Jimmy Piccolo, Dick Napolitano, Max Sohn, Sydney Daniels, Betty Whitaker, Red Lutz, Alex Freedman, Gerry Sollenberger, Morris Bluestein, Lou Perry, Garner Walker, Whitey Monette and Alex Freedman.

PIPES FOR PITCHMEN

JACK SCHARDING... who announced some time ago that he would go out as manager of a carnival unit, had a change of heart and decided to spend the summer in retirement in Long Beach, Calif. "After all," said Jack, "I'm 77 years old and I don't believe that I can stand the heat of summer and the hectic life. I have a cool apartment at the beach front, right near the six-block-long amusement zone. If any of the boys and girls pass thru this town I'd be glad to have them stop by at 21 South Locust Avenue for a snack. Harry Flax, the ace hum-tone worker who has been pitching here, has left to make a string of fairs. He's a real entertainer and held crowds spellbound here. Doc Paul A. Hunt, who pitched health books a decade or more ago at fairs, now has an office in Los Angeles. Robert (Red) Hallie, who pitched horoscopes for many years in recent years worked for a bank, retired last December at age 65 and is living the life of Reilly." To old-timers contemplating retirement, Jack recommends California as the ideal site in which to locate. "There's something doing all the time," says Jack. "For instance, the world beauty contest will be held here July 15-20, with 86 of the world's most beautiful girls competing and more than a million people on hand to view the parade."

DOC LOCKEY... cards in that he and George Stacey are in Western New York where they find business good. "George says that he couldn't realize that the Yanks would pay their dues just like the Rebels," says Doc. "We'll be in this area until Labor Day. I saw McLean's pipe from Petersburg, Va. Let's

hear more from him and my friend Cousin Pearson. George plans a trip to Canada for the purpose of marrying his school days sweetheart. George sends a big 'hello' to A. J. Harvey, the gentleman from Washington."

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A WEEKLY GUIDE FOR THE WHOLESALER MERCHANDISE BUYER

LETTER LIST

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

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Arnold, Mr. & Mrs. O. D.	Brierly, D. L.	Cozart, John	Hampton, Dudley
Barker, Mr. & Mrs. Floyd	Bryer, Mr. & Mrs. Ollie	Crowe, W. J.	Harmon, James R.
Barnett, Thomas S.	Burien, Betty June	Cullinan, Dick	Harvey, John
Beasley, James C.	Caldwell, E. S.	Davis, George	Hightower, H. D.
Bell, Lawrence Gray	Caloian, C. A.	Delph, Dewey	Hoffman, Louis
Bell, W. C.	Cameron, Bill	Dillinger, Miss Maurine	Hollenback, Harold
Bell, W. C.	Cassara, Michael	Elder, Charles	Hollingsworth, Fred
Bauer, Floyd	Ciccarulli, Florante	Farmer, Pete	Howard, John T.
Betsill, Ruth & Odell	Clark, Granville L. & Elsie L.	Fasnacht, Russell M.	Hox, Pete
Black, Joe	Conklin, Shirley	Ferguson, Danny	Hox, Ruth E.
Boudreau, Mr. & Mrs. Pete	Coolidge, Thomas	Fritts, Wallace R.	Humber, Fingers
	Cooper, Mrs. Earl	Geusz, Mrs. Violet	Hurd, James
	Cooper, Russell L.	Gray, Alfred L.	Human, Harry J.
	Coppack, Charles	Griffin, Ed	Jacobs, Mr. & Mrs. Robert
			Kelley, Mr. & Mrs. Ed

Kelley, C. O.	Richardson, J. T.
Kelly, Mrs. May	Riley, Jack
Kiely, John Michael	Roberson, Frank
Kling, Mr. & Mrs. Gabe	Roesser, Wm. V.
Klaus, Frederick	Romero, Kathryn E.
Lambert, Bill	Rose, Louis
LoRoy, Mrs. Anna	Rosenfeld, Mr. & Mrs. Sol
Low, William H.	Sable, E.
Luck, Wm. M.	Sanduaky, A. D.
Lukas, Nick	Sellers, Jack
McCabe, Mrs. Ruth	Simons, Mrs. Charles
McInturff, Shirley	Sims, James K.
McWorther, Jean	Smith, Henry
Melby, Theodore	Starr, J. W.
Mellor, Mrs. Lillian	Steele, Eddie
Morgan, Bernard M.	Stoddard Jr., Mr. & Mrs. Jack
Morton, John M.	Taylor, Pat
Mustain, Mary	Thorpe, Joe
Nell, Kenneth	Thurman, Brad W.
O'Donnell, James P.	Walter, Darrell E.
Owens, Richard P.	Webb, Archie
Palmer, Paul E.	Wells, Mrs. Marie
Peck, C. S.	Wilber's Wolverine Shows
Peterson, Sailor	Weatherbee, Mr. & Mrs. Harold
Phelps, Fred	White, Mrs. Elaine
Pierce, Carl	Whitson, L. W.
Powell, George	Whitson, Edward
Prevost, Dave	Williams, Richard L.
Prevost, Donald	Wilson, F. R.
Raley, Ethel	Yuille, Don
Ricciardi, Earnest & Aljeans	Zucco, Joe G.
	Zucco, Theresa

Roller Rumbings

Continued from page 50

pected to visit Cleveland for the events.

The RSROA has slated special events for promotion aids and a general exchange of views. A trade show is slated for July 28. This will be followed by a reception for RSROA operator-members and their wives, July 29, and a president's dinner July 30.

A judges confab is scheduled for July 31, as well as a championships ball. The event will be capped with a dinner-dance August 4 and a professional conference August 5.

Jax May Festival Show Draws Overflow Crowd

JACKSONVILLE, Fla.—Southside Skating Rink here staged its first annual May Festival on May 31 before an enthusiastic overflow crowd that witnessed an hour-long talent and excellent costuming and skating show highlighted by top scenery, said rink owner Sid Walker. Emceeding the show was Al Tippins, WFGA-TV, while Harry Alexander, former professional skater now with the station, handled lighting effects.

Participating in the show were 30 members of Southside Skating Club, plus three members of the Pappas family in free style guest star roles. They were Carolyn; her brother, William, and a younger sister, Phillis. All gave outstanding performances, according to Walker.

One of the hits of the show was "On the Beach," a production number by 10 skaters attired in oldtime bathing suits. Another was "Island Fantasy," featuring four nine-year-olds as hula girls. Others who contributed excellent performances were James McLean, in a Charleston on skates; Lloyd Siebert and Rusty Bryan in "Down on the Farm," a comedy skit; Carolyn Bennett and Bryan in an old-fashioned routine, "Strolling Thru the Park," and a finale free style single exhibition by professional Ellen S. Alexander, who followed with a pairs exhibition working with Robert Weeks. Music was provided by Gordon Thomas at the rink's new electric organ.

Skating Notes From the East

America On Wheels, Hackensack (N. J.) Arena is making a pitch for summer trade with a new air con-

ditioning system. . . . AOW's other metropolitan area rinks—Levittown (N. Y.) Arena, Mount Vernon (N. Y.) Arena; Twin City Arena, Elizabeth, N. J.; Capitol, Trenton, N. J., and Boulevard, Bayonne, N. J.—boast huge typhoon cooling systems. . . . AOW's Twin City Arena also is undergoing extensive redecorating, including a completely new color scheme. It's due for completion soon. . . . Two Brooklyn city councilmen, Morris Stein and Jack Kranis, introduced a resolution before council calling for construction of a combination roller and ice rink in Prospect Park. It will be acted upon in three weeks.

N. St. Mary's Benefit For Competitive Skaters

SAN ANTONIO — The Starlighters and Twinkle Twirps held a sock hop at the North St. Mary's Skating Rink here recently, proceeds allocated for use in sending skaters to the regional RSROA skating meet in Tulsa, Okla.

Ventnor Skaters Click In New Jersey Meet

VENTNOR, N. J. — Coach Mack McLaughlin reported that teams from his Ventnor Skating Rink fared well in the recent New Jersey State Roller Skating Championships held at Delsea Arena, Franklinville, N. J. Hazel Young piled up 980 points to top the overall field in speed skating, dance skating, free style figure skating and relay racing. Regional championships were slated for the local arena on June 26-28, pitting first, second and third place winners in New Jersey meet against contestants from five neighboring States.

Family Party Benefit At Philly's Concord

PHILADELPHIA — Concord Skating Rink staged a successful family skating party recently for the benefit of the Home and School Association of the Thomas Holme Public School.

ALL-WEATHER Plastic Pennants



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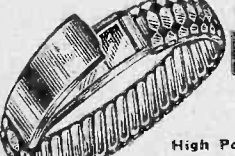
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PROFILE OF WEEK

A Highly Personable Nature

ELLIOTT LEVY

... 40 days on route

After only four years in the bulk vending business, young Elliott Levy was elected to the board of directors of the National Vendors Association last May. He was elected largely because the association wants men who are putting new ideas over in a big way.

In a matter of several years Levy has built up a route of over 3,000 machines from a 900-machine nucleus. Before buying the original route, he spent 40 days going over every aspect of the operation. Gradually he became convinced that it was not only a profitable business venture, but an opportunity to express his highly personal ideas on the way to develop a market for a product.

Levy specializes in high-traffic locations in which battery vending is tailor made for the location. Dubbing his consoles "Vendicade," he varies the size and design of each unit to fit the location and preponderant customer type. Relying largely upon his personable nature and business acumen, Levy has been successful in breaking into relatively new types of chains, including discount and shoe stores.

Levy was born at St. Louis, Mo., in 1931, the son of a prosperous textile manufacturer. A graduate of the city's University City High School, he spent his third year of secondary education at Wentworth Military Academy. Inducted into the Army early in 1952 after a year at Missouri University, he was sent to Finance School in Indianapolis and shipped to France for the remainder of his tour of duty.

He had married the former Bobette Blumoff several months before induction, and she joined him in France at La Rochelle, where he was stationed. The couple made the most of their opportunity, traveling to Switzerland, Spain, England, and Germany, as well as France. Like so many of his countrymen, Levy found that Paris has a special charm. Simply walking thru the city's streets is a diversion that no other European city offers, says Levy.

The vending machine craze in Switzerland impressed Levy long before he even thought of entering the business. He reports that entire variety stores are composed exclusively of unattended venders. In the larger cities, it is hard to walk a city block without coming upon an outdoor vender of one kind or another.

After separation from active service, Levy spent a period of months working in his father's business. The most important thing Levy learned was the right way of handling people. Not the type of person to rely upon a Dale Carnegie handbook on his night table, Levy welcomed the opportunity of daily meeting people in a variety of situations.

The Levys' first daughter, Denise, was born four years ago, while last year a son, Jody, was born. The family resides in St. Louis County.

Levy enjoys going a round on the links whenever possible. He shoots golf in the low 80's, a sport which he began while still a youngster. In high school he was co-captain of his swimming team, but aside from golf doesn't get too enthusiastic about exercise now. He prefers watching the Cardinals win.

Canteen Loses Rowe Holdings in FTC Edict

WASHINGTON — Automatic Canteen Company, the nation's largest operator of vending machines, was ordered by Federal Trade Commission last week (3) to "divest itself absolutely" of certain of the vending subsidiaries formerly operated by the Rowe Corporation, New York City, a major competitor Automatic acquired in 1955.

The order, to which the company consented, also prohibits Automatic

Canteen from acquiring an interest in any competitive vending machine manufacturer for the next 10 years.

Endanger Competition

FTC's complaint, issued last year alleged the merger endangered competition in the industry and violated the Antimerger Law, Sec. 7 of the Clayton Act. (The Billboard, June 24, 1957.) It charged that among other results of the merger, Canteen, which formerly had no manufacturing facilities, "Now can produce a substantial quantity of its own requirements and can manipulate the supply of machines formerly available to its competitors from Rowe."

According to the order, during the next 10 years Canteen is forbidden to take for its own use more than 50 per cent of the total annual production of each type machine from the facilities now operated by the Rowe Manufacturing Company, Inc., unless all machines over that percentage are made available in good faith to all

(Continued on page 65)

Old Cig Tax To Continue

WASHINGTON — Legislation extending for another year the current high excises on cigarettes has been signed into law by the President.

Under the legislation, the high rates imposed during the Korean war on cigarettes, liquor and corporation income will be extended until June 30, 1959. They were slated to expire June 30, of this year.

Assn. Bylaws WVMOA Topic Of Discussion

LOS ANGELES — Automatic elevation of officers to the presidency of Western Vending Machine Operators' Association was discussed at the regular monthly meeting at the Unique Restaurant (24) when all but one of the nominees for offices failed to show up for the scheduled election.

Upon the suggestion of Ed Rosen, a discussion to elect a treasurer and appoint a sergeant at arms each moving up one office step a year to the presidency) was set for the next meeting, July 29. Election of officers was also postponed because of the lack of nominees and a quorum until that session.

Several Terms

President Leo W. Weiner, who has served several terms as president, asked that he not be nominated "to give someone else an opportunity" to head the group.

At the May meeting nominees for president included William Siegel and Robert Biro; for treasurer

(Continued on page 65)

Bruck Elected By N. Y. Cig Ops

NEW YORK — In a recent meeting at the Henry Hudson Hotel here, Sidney Bruck of the Long Island Tobacco Company was re-elected president of the Cigarette Merchandisers Association, a group whose members some 40,000 cigarette machines in the New York area.

Also re-elected were Max Weiss, M&W Vending, first vice-president, and Jackson Bloom, National Vending Service, treasurer. Morris Kahan, County Enterprises, moved up

(Continued on page 65)

Op Seeks Out 2 U. S. Mfrs.

Following is a letter received from a reader requesting information on two vending machine manufacturers or their successors. Can anyone help?

Dear Sir:

I read your publication with much interest. With your wide experience perhaps you can help us with a problem.

About four to six years ago a firm known as The Continental Service and Equipment Company, 3830 Holbrook Avenue, Detroit 12, put out a paper napkin dispenser, which was also a penny operated quiz game. I know that at about that time several operators were

(Continued on page 64)

CHI NEWCOMER LIKES VENDING

James Contis, a newcomer to Chicago's competitive vending industry, owner of Lu-Con Vending, was born in Pittsburgh in 1927. He spent two years at the University of Pittsburgh studying business administration.

Before coming to Chicago he owned the Contis Restaurant, and later was proprietor of two taverns, both businesses located in his native city.

500 Attend CMA Outing in Catskills

Operators Combine Golfing and Swimming With Informal Talks on Trade Problems

MONTICELLO, N. Y.—Nearly 500 operators, suppliers, manufacturers, distributors and their wives gathered at the Laurels Country Club here Friday thru Sunday (27-29) for the 22nd Annual Outing of the Cigarette Merchandisers Association of New York. It was by far the largest turnout in the organization's history, and nearly twice as many persons made the event as did last year.

While most of the activity was centered around the swimming pool, where informal discussion groups talked over operating problems, the operators participated in a full schedule of events.

The annual dinner-dance was held Friday night, and a midnight champagne supper was the feature of the Saturday program. Jackie Wakefield, Broadway comic, highlighted the supper show put on for the operators.

CMA Race

The outing coincided with the opening of the new Monticello Race Track, with a special race honoring CMA being run Saturday night. Sidney Bruce, CMA president, presented the driver of the winning horse with a gold cup in

a special ceremony after the race. Most of the operators were at the track to watch the event.

Winners of the CMA Second Annual Golf Tournament were Jerome L. Weinstein, Okie Elm Sales Corporation, New Haven, Conn., low gross, and Jack Sharin, New York photographer, low net. Winners were awarded cups by Bruck at the Sunday luncheon.

Machine Exhibits

While there was no formal showing of equipment, Rowe, Continental, Seeburg and DuCrenier all placed several of their latest models in the Riviera Room and in the main building.

Tho the outing was sponsored by a New York group, operators from Canada, Puerto Rico and other distant points attended. Guests included Caesar Rodriguez, San Juan, P. R.; Ron Neville, Montreal; and Charles Cook, Miami.

Machine manufacturers sent large delegations to the event. From Continental were David Roth, Herb Sternberg, Larry Schuster, Arnie Bressack, Pat Mahoney, Dan Carr and Dave Hoffman.

(Continued on page 64)

PRELUDE

Small Bulk Route Led to Cig Vending

CHICAGO — A small bulk vending route has been used as a springboard into cigarette vending by James Contis, Lu-Con vending.

Last January, Contis put 20 triple-mount Northwestern units in locations ranging from suburban Evanston to the far South Side of Chicago, each unit vending tab gum, nickel nuts, and nickel package gum.

Locations were selected with a two-fold purpose. Contis wanted spots that could later support major equipment, and that would expose the name "Lu-Con" to maximum traffic.

Restaurant Owner

A former restaurant and tavern owner, Contis sought out restaurants, snack bars and hotels, where he felt that his familiarity with the location's business would be advantageous in landing spots. Since January he has built the bulk vending route to 350 machines in 125 locations, and during the process has also gone into gas stations, bowling alleys and theaters.

While working with bulk vending machines, he became familiar with typical operating problems that a vending operator faces. Two months ago he felt that he knew enough to take a crack at cigarette and candy vending. He also thought that the innumerable contacts he had made in the Chicago area would pay off in building up a route of major equipment.

Personalized Service

While working the bulk vending route, Contis also became convinced that personalized service is perhaps the most potent advantage of a one-man operation. Said Contis last week, "Every large operator with over 400 to 500 pieces of equipment is vulnerable to a small operator." Servicemen, reasons Contis, cannot build up the

location good will that a small, industrious operator can.

He used this argument to convince a large, well-established cigarette operator in Chicago to form a special partnership, reports Contis. In return for obtaining new locations and paying for merchandise and servicing, Contis said that he receives 50 per cent of net profits from each machine he spots

(Continued on page 64)

BULK BANTER

By SAM ABBOTT

Both Operators Vending Machine Supply Company and Acme Vending Machine Company are on summer schedules and remaining closed on Saturday. To serve operators, however, both firms are open until 8 p.m. every Friday. Operators Vending returns to the winter schedule on Sept. 13. Herb Brown, cashier at Operators, is looking forward to his vacation in August. He will probably spend it in Colorado Springs.

Lew Feldman of Acme has recovered from the burn that he got while in Florida. He had too much sun lamp while attending the convention there. Harold Probaseo of Oak Manufacturing Company and his bride, Ruby, are back in Culver City following a trip to Europe during which they visited the Brussels World's Fair. Ann Nance, wife of Red Nance at Operators Vending, has been discharged following an illness in a San Francisco hospital.

Elinor Rosen, daughter of Ed Rosen at Operators, is on a tour of 13 countries in Europe in connection with the event.

(Continued on page 73)

VENDING MACHINES — Parts, Supplies, Ball Gum, all sizes; 1 1/2 Tab Gum, 5¢ Package Gum, Spanish Nuts, Virginia's Red Skins, small Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk; Panned Candies; 1 Hershey's, 320 count and 520 count Candy Coated Baby Chicks; Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Route Cards, Cigarettes, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Venders. Write for prices and order blank. **KING & CO.**, Northwestern Distributors, 2793 West Lake St., Chicago 12, Ill.

MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1c or 5¢	\$14.50
N.W. DeLuxe 1c & 5¢ Comb.	12.00
N.W. #39 1c Porc.	7.95
N.W. Model #33 1/2 Porc. Combination for 100 ct. B.G.	4.50
Silver King 1/2 B.G. or Mds.	3.00
ART Guns	30.00
Ballie 1c Tab Gum	12.00

MERCHANDISE & SUPPLIES

Almonds, 5-lb. pack	53
Pistachio Nuts, Jumbo Queen	74
Pistachio Nuts, Large Tulip	59
Pistachio Nuts, Vendor's Mix	51
Pistachio Nuts, Shell	41
Cashew Whole	56
Cashew Butts	42
Peanuts, Jumbo	37
Spanish	32
Mixed Nuts	37
Baby Chicks	33
Rainbow Peanuts	31
Boston Baked Beans	22
Jolly Beans	24
Licorice Gems	28
Leaflets, 650 ct.	40
M & M, 550 ct.	30
Hershey's	47

Rain-Blo Gum, 60 ct.	24
Rain Blo Ball Gum, 140 ct., 170 ct., 210 ct.	30
Rain Blo Ball Gum, 100 ct.	31
200 lb. minimum, prepaid on all Rain Blo Ball Gum.	
Adams Gum, all flavors, 100 ct.	45
Wrightley's Gum, all flavors, 100 ct.	45
Bunch-Nut, 100 ct.	45
Hershey's Chocolate, 200 ct.	1.43
Minimum Order, 25 Boxes Assorted.	

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.
1/3 Deposit, Balance C.O.D.

THERE ARE BIG PROFITS IN

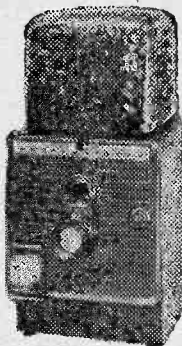
NUTS

GET YOUR SHARE WITH



49 NUT VENDOR

Interchangeable SANI-CARRY globe for faster servicing. Displays merchandise to best advantage. Also available in Hot Nut.



STAMP FOLDERS, Lowest Prices. Write

MEMBER NATIONAL VENDING MACHINE DISTRIBUTORS, Inc.

NORTHWESTERN SALES AND SERVICE CO

MOE MANDELL
446 W. 36th St. New York 18 N.Y.
Longacre 4-6467

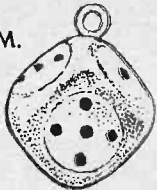
Small Route to Cig Vending

Continued from page 63

and enjoys the advantages of efficient servicing, reduced overhead, and direct buying from cigarette manufacturers. Machines themselves are bought on a 50-50 basis.

DICE CHARM

This is a LUCKY CHARM. This CHARM Teen-Agers and Adults will want.



They have plenty of pennies to spend, to get what they want. **\$13.75 per 1,000 immediate delivery**

EPPY

Jamaica 35, New York
91-15, 144th Place

Contis said that he has a further intangible advantage in "being a part of a large organization known for its honesty and integrity." This special type of partnership, feels Contis, eliminates costly competition and permits the smaller partner to profit from a number of savings peculiar to a very large operation.

One of the reasons Contis is moving into cigarette and candy vending is that he feels there is no effective way to keep a serviceman from pocketing part of the proceeds from bulk machines. That is one of the reasons two-thirds of his bulk machines vend tab and package gum, on which he keeps controlled inventory.

Contis reports that in the past two months he has landed 25 cigarette locations, and that two weeks ago he negotiated for placement

CMA Outing

Continued from page 63

The Rowe group included Charlie Brinkmann, Dick Gluck, John Gimbel, Bud Kleppel and Sal Sparacino.

Seeburg was represented by Meyer Parkoff, Oscar Parkoff, Ben Parkoff, Jack Gordon, Mac Perlman, Murray Kaye and John Stuperitz. Dick Gibbs, Dan Thomas and Julius Levy were the DuCrenier delegation, while Andy Anderson represented National Vendors.

Cigarette Firms

Most of the major cigarette companies were well represented. From Philip Morris were Jack Prokop, George Karnal and Max Berkowitz. Liggett & Myers was represented by Marshall Ransom, S. A. Keater, C. A. Myers and F. Santella. Lorillard men were George Gross, Ezra Schwartz and John Codev. Abe Harris represented American Tobacco, and Jack Africk represented R. J. Reynolds.

Irv Chanin and Marty Gerberg were the Maryland Match representatives, while Ben Morganstern of Lion Match and Arthur Nack of Universal Match appeared on behalf of their companies.

Marty Berger of Philadelphia appeared in a dual role, as head of Cigar-O-Mat, the cigar vender, and as executive director of the Cigarette Guild of South Jersey.

Four financial houses were represented: Standard Financial by Art Silbert; Valley Commercial by Herb Stenberg, Cigarette Vendors Financial Corporation by Phil Kass, and Vendors Service by George Horowitz.

Op Seeks Out

Continued from page 63

set up in the Milwaukee area by a Mr. R. H. Sherwood, Continental's representative.

Letters to this firm, and the Detroit Association of Commerce, indicate that the firm is no longer in business. Since these machines require quiz cards which were furnished by Continental, I am trying to find out who has taken over in furnishing supplies to their operators. I have an opportunity to acquire a number of these machines.

I would also like to contact the following firm or its successor: Abbey Manufacturing Company, St. Louis and Los Angeles, manufacturers of candy and nut venders. Their general offices were in St. Louis; however, correspondence comes back marked "Unknown." (Signed) Leo Knowles Green Bay, Wis.

Any readers having information requested by Knowles may write him in care of The Billboard, 188 W. Randolph St., Chicago, 1

of venders in a snack-bar chain with eight outlets. He plans to work the same partnership in candy vending, while his small bulk route will continue to be serviced by a Lu-Con employee. He intends to locate cigarette and candy machines in the best of his pre-selected bulk vending outlets.

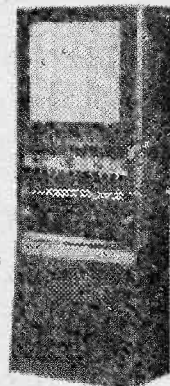
JOBBER WANTED

With qualified sales organizations to handle LOW-PRICED LINE OF CIGARETTE VENDORS, 3 SIZES.

None finer quality—none lower in cost! We also manufacture venders for candy, cookies, pens, stamps, perfumes.

OUR 26th YEAR!

SHIPMAN MFG. CO.
LOS ANGELES 32, CALIF.



BELT RINGS



Plastic-Unassembled. \$4.40 per M (open for capsules)

Plastic-Assembled. \$7.50 per M (buckled for bulk vending)

Plated-Unassembled. \$8.75 per M

Plated-Assembled. \$11.50 per M

Free advertising labels! at your distributor or...

Guggenheim

33 UNION SQUARE
N.Y.C. 3 N.Y. • AL. 5-8393

BIG SAVINGS

on BALL AND VENDING GUMS

Same Fine Flavors, Centers and Coating Direct LOW Factory Prices

Bubble Ball Gum, 140-170 & 210 ct.	27¢ lb.
Chicle Ball Gum, 130 ct.	35¢ lb.
Clor-o-Vand Ball Gum	40¢ lb.
Clor-o-Vand Chicks, 320 ct.	40¢ lb.
Chicle Chicks, 320 & 520 ct.	36¢ lb.
Bubble Chicks, 320 & 520 ct.	27¢ lb.
Tab (short stick), 100 ct.	33¢ box
5-Stick Gum, 100 packs	\$1.90
F.O.B. Factory	150 lb. Lots

AMERICAN CHEWING PRODUCTS
34 years of manufacturing experience
4th & Mt. Pleasant • Newark 4, N.J.

\$25 DOWN

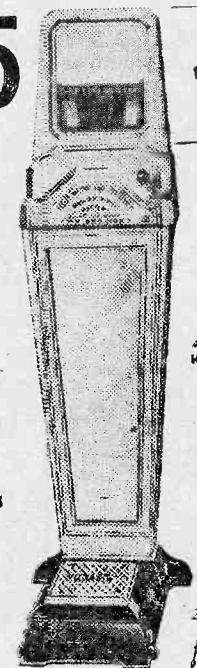
Balance \$10 Monthly

400 DELUXE

PENNY FORTUNE SCALE

NO SPRINGS

Large Cash Box Holds \$85.00 in Pennies



15" WIDE WEIGHT, 165 LBS.

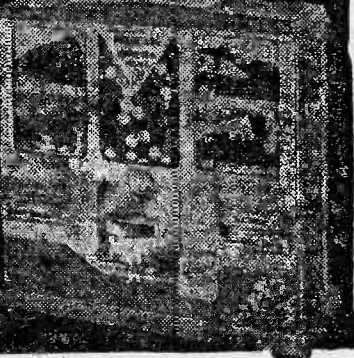
Invented and made only by

WATLING

Manufacturing Company
4650 W. Fulton St. Chicago 44, Ill.
Est. 1899. Telephone: Columbia 1-2772
Cable Address: WATLINGITE, Chicago

OAK'S "PREMIERE"

STANDARD SPECIALTY CO.
1025 44th Avenue
Oakland, Calif.



VEND—PUBLISHED BY THE BILLBOARD

HUNDREDS OF MONEY-MAKING VENDING IDEAS

Cost you a fraction of a cent a piece—when you subscribe to Vend—the magazine of automatic merchandising!

Fill in—tear out—mail today!

VEND Magazine, 2160 Patterson St., Cincinnati 22, Ohio

Yes—Please sign me up for Vend for

1 year \$3 3 years at \$10. (Foreign rate, one year, \$5)

Name.....

Address.....

City..... Zone..... State.....

Occupation.....

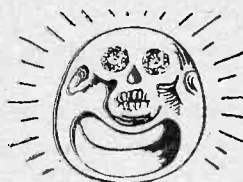


"SPOOKS" HAVE ALWAYS SOLD \$\$\$

from Scary Fun Houses to Halloween Jack-O-Lanterns... and

SKULL RINGS

are selling like wild! Order today.



VACUUM PLATED JEWEL EYES
\$15.00 per DOZ
\$12.50 per DOZ—50% or more.

Ask About Our ATLAS Finance Plan

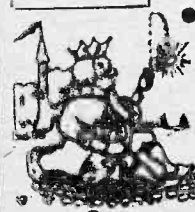


SURE-LOCK, the perfect capsule. Outstanding items. Send \$2.50 and receive 100 high quality filled capsules. Contains our complete line.

The PENNY KING Company

2538 Mission Street, Pittsburgh 3, Penn.

World's Largest Selection of Miniature Charms
NATIONAL SALES HEADQUARTERS
"FOR ATLAS-MASTER PENNY-NICKEL MACHINES"



GIVE TO DAMON RUNYON CANCER FUND



VICTOR'S
Sextette

The New
Modern Key to Successful
Bulk Vending

VICTOR VENDING CORP.
5701-13 W. Grand Ave.
Chicago 39, Ill.

Bruck Elected
• Continued from page 63

from secretary to second vice-president, while Mel Chasen was elected secretary.

On the board are Ben Gottlieb, Majestic Operating; Sol Levanthal, S&L Vending; John Porco, Supreme Vending; Sam Schwartz, Lincoln Service, and the officers. Schwartz is the only new board member.

Speaker at the meeting was James J. LaMotte, assistant director of the Miscellaneous Tax Division, State of New York. LaMotte outlined the history of the State tax stamp and explained the recently-passed law which puts all cigarette operators in the wholesale classification and requires them to be licensed as wholesalers.

OPERATIONS CANDY BALLS

210 Count, with CHARMS;
also 100 Count "HALF-HOUR" Balls.
Free: Candy Ball Labels.

**SO ROUND, SO SWEET,
SO PROFITABLE**

Samples and information on request.

EPY

91-15 144th Place
Jamaica 35, New York

**Move to Hike
Indiana Cig
Tax Is Likely**

INDIANAPOLIS — Officially nothing was said about the cigarette tax at the recent State conventions of the two political parties, but in off-the-record discussions a repetition of the attempt to increase it was forecast by many of the attending politicians.

Currently the State collects over \$14 million annually from the 3-cent-a-pack excise. An attempt to

(Continued on page 72)

Canteen Loses
• Continued from page 63

other purchasers at regular prices and selling terms.

Sell Stock

Within one year, Automatic Canteen must sell all stock and assets of the following Rowe affiliates.

No sale may be made to any officer, director, employee, distributor, agent or subsidiary, or any one otherwise under the control or influence of Canteen or any of its officers or directors.

1. Rowe Service Company, Inc., downtown Los Angeles operations, Los Angeles;
 2. California Cigarette Concession, Inc., Los Angeles;
 3. Rowe Cigarette Service Corporation, San Diego, Calif.;
 4. San Jose Cigarette Service, Inc., San Jose, Calif.;
 5. Cigarette Service Company, Inc., Denver, Colo.;
 6. Wagg Cigarette Service Company, Louisville, Ky.;
 7. Syracuse Cigarette Service Company, Inc., Syracuse, N. Y.;
 8. Allegheny Cigarette Service Company, Pittsburgh, Pa.;
 9. Ace Cigarette Service Company, Brackenridge, Pa.;
 10. Ace Wheeling Cigarette Service Company, Wheeling, W. Va.;
 11. Acme Cigarette Service Company, Greensburg, Pa.;
 12. Acorn Cigarette Service Company, Aliquippa, Pa.;
 13. Uniontown Cigarette Service Company, Uniontown, Pa.;
- Final provision of the order forbids Canteen "henceforth to acquire, directly or indirectly, any corporation where the effect may be substantially to lessen competition or tend to create a monopoly in any line of commerce in any section of the country."
- The agreement, according to FTC, is "for settlement purposes only," and does not constitute an admission by the company that it has violated the law.

Assn. Bylaws
• Continued from page 63

urer, Joe Arguelles, and for secretary, Dorothy Brinkman. (Brinkman, it was reported at the meeting, has sold her route and is disqualified to hold office.) William Coombs was nominated for the secretarial post at the June meeting.

Rosen Suggestion

If Rosen's suggestion is followed, a treasurer only will be elected—with the treasurer moving into the secretary's post and the secretary into the presidency. An appointed sergeant at arms would assume post as treasurer after a year's service and in the third year automatically become president.

Weiner urged that leaflets be placed at distributor and supply houses announcing the forthcoming election. Biro, it was agreed, will show a film of special interest, "A Penny at Work," at the next meeting.

Tim Mancini was a visitor at the meeting as the guest of Bill Coombs.

**FOR SALE
ACORNS**

760, like new, to close estate.
1c-5c—\$8.75 ea.
F.O.B. Lost Angeles. All or part.
Box A-207, c/o The Billboard
1520 N. Gower, Hollywood 28, Calif.

The Key to
Increased Collections

**MULTIPLE
ALL STEEL
STANDS**

For 4
Machines . . \$7.50 each

For 6
Machines . . \$10.50 each

With wheels attached to rear stand,
\$3.00 additional.

LARGER STANDS FOR 8 AND MORE
MACHINES ALSO AVAILABLE.

Rush 1/3 with order, balance
C.O.D., F.O.B. Brooklyn

Headquarters for all machines, parts and
supplies. Complete line of vending
machine merchandise and stamp folders.

J. SCHOENBACH
715 Lincoln Place
Brooklyn, N. Y.
P Resident 2-2900

**NEW
5c
HOROSCOPE
SCALE**

No cards,
capsules
or tickets
to buy.

FULLY AUTOMATIC.

All you do is
collect the money.
Will earn \$20
to \$75 per
month.

Guaranteed for 5 years.
\$20 deposit puts it
to work for you.

Order or write
for details.



AMERICAN SCALE MFG. CO.
Dept. D.
3206 Grace St. NW, Washington 7, D.C.

Send more details Send scale
\$20 deposit enclosed

NAME _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

INSIST
ON

**STAR
BRITE BALL
GUM**

Save Money!

Features—
"KING" Size
SOLID BALL
BUBBLE GUM

Beats the Others
"All Hollow"

Give the kids a SOLID value!
8 COLORS—8 FLAVORS

Also "Star-Brite"
210-170-140 BALL GUM

Ask your distributor to stock
Cramer's "Star-Brite" for you!

GRAMER GUM CO., INC.
150 Orleans Street
East Boston 28, Massachusetts
Member of National Vendors' Assn.

**NEW! NEW!
USEFUL CAPSULE**



(Pat. Pending)

Newly designed capsule with a
hundred uses ends all capsule
troubles at the same time!

- Capsule won't come apart
- Easier filling (use larger, faster selling items)
- A hundred uses for capsule after emptied
- Assorted colorful and attractive caps

HERE ARE SOME OF THE "EXTRAS" YOU GET WITH PRICE'S USEFUL CAPSULE:

Salt, pepper and sugar shakers! Water bombs! Firefly and insect holders! Powder shakers! Perfume dispensers! Many other uses depending on your imagination! ORDER THE FINEST CAPSULE ON THE MARKET TODAY.

\$5.50 per M

Labels available at your distributor or:

paul a. Price co. inc.
15 Leonard St., N.Y. 13, N.Y. Cortland 7-5147, N.Y.

All the news of your industry
every week in The Billboard...

**WANT TO BUY
Vending Machines**

Acorns	Candy Machines	Stamp Machines
Victors	Ball Gum Machines	Capsule Machines
Northwesterns (All Models)	Counter Games	Sanitary Vendors

You Name It, We Want It! All Makes and Models

Send Your List of All Machines and Lowest Prices Wanted. We pay top dollar

RAKE COIN MACHINE EXCHANGE
609 Spring Garden St. Lombard 3-2676 Philadelphia 23, Penna.

WE HAVE

**OAK'S
"PREMIERE"**

SOUTHERN ACORN SALES
526-30 Bruns Ave.,
P. O. Box 8146
Charlotte 8, North Carolina



**oak's
LI'L LEAGUER**

a sure hit!



The bases are loaded with profits for the smart operators who install Oak's Li'l Leaguer on key locations. The fascinating ball game is right on the front of the machine to attract the eye and interest the customer.

AND:
OAKS "400"

Holds 400 capsules, for larger profits on each filling, without crushing capsules or jamming because of half capsules. Guaranteed mechanically perfect. Conversion Head fits your present standard Acorn Vendor. Vends any denomination from 5c to 25c.

west coast factory sales
OPERATORS VENDING MACHINE SUPPLY CO.
1023 South Grand Avenue
Los Angeles, California

east and midwest factory sales
M. J. ABELSON/Phone AT 1-6478
2033 Fifth Avenue Pittsburgh, Pa.

oak MANUFACTURING COMPANY, INC.
11411 KNIGHTSBRIDGE AVE. CULVER CITY, CALIFORNIA

MAKE MORE MONEY IN VENDING!

Read The Billboard Every Week

For the biggest vending opportunity—for the latest prices on new and used vending equipment—for every bit of significant news in your industry.


Enter a Money-Saving Subscription Now!

Fill out this coupon and mail today.
Saves you more than 20% on newsstand price.

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio

Yes Please send me The Billboard for one year at \$15.
(Foreign rate, one year, \$15) 981

Name _____
Address _____
City _____ Zone _____ State _____
Occupation _____



WORLD WITH FENCE AROUND IT

Can Associations Improve Operator Profit Picture?

Fifth in a series.

By BOB DIETMEIER

CHICAGO — Operators sometimes urge that an association is their only salvation from unprofitable operating.

Competitors lop off their locations by offering the world—with a fence around it—to location owners. An association becomes the battle cry.

A few operators even have a pathetic, mystical faith in the association as being the panacea for all

their problems. And because they are a vocal group, they cause considerable lip service to be paid to the association as the operator's ultimate weapon.

The sad truth is that they are wrong. And most operators know they are wrong. But unfortunately, most operators are a highly pragmatic lot, not given to much analysis or study. In this regard, of course, they epitomize the small, independent business merchant. What happens is this:

What Answer?

They are told that an association is the answer. The answer to what? Why, the answer to nickel play, fat commissions, loans, bonuses, hungry distributors, and just about everything short of athlete's foot.

They are usually told by an operator or operators who have just lost several locations. Or they may be told by an operator from an-

other area whose association works—usually by virtue of the fact that there are only eight people in it, or possibly because its leaders understand how to make an association work.

In any case, these operators—and they may be in a city, area or State—form an association. They find it doesn't solve all their problems—a fact they discover after two meetings. The association fails. It may linger on a while, but shortly it's thru. Why?

There are a number of reasons which can make an association fail. It may be from lack of support. It may be because of poor leadership. It may be because it has no clear-cut purpose. It may be for all these interrelated reasons — and others.

Whatever the specific reasons, one fact for its failure is common (Continued on page 68)

MOA HONORS THE BILLBOARD FOR SERVICE

CHICAGO—Music Operators of America honored The Billboard for their contribution to the automatic phonograph industry with the awarding of a special citation and plaque last week. It was the second such award given by MOA, the first going to G. Norman Ditchburn, London phonograph industrialist and operator.

States the award: "Music Operators of America, Inc., certifies that Billboard Publishing Company is an honorary member in good standing for meritorious services rendered beyond the call of duty in behalf of the automatic phonograph industry."

The award is signed by George A. Miller, president and J. Harry Snodgrass, secretary. Date of election to membership is May 6, 1958. The citation is a beautiful blue and gold certificate embossed on mahogany wood composition.

Review Tax Fight During Boston Meet

BOSTON—A progress report on the license fee litigation headlined the monthly meeting of the Music Operators Association of Massachusetts last week at the Commonwealth Country Club, Newton.

The action, said the group's counsel, Arthur Sherman, is progressing favorably and it is expected that some definite news will be on hand within a week. The case involves a total of \$150 in license fees for seven-day operation of a juke box in the city. The litigation is based on the issue of free speech.

Initiation Fee

It was voted to increase the initiation fee from \$10 to \$25 effective immediately. A move to have dues reduced to 35 cents per machine per month was tabled. President David Baker told the membership that an advertising deal was being worked out for the members and that details would be on hand shortly.

Two representatives from the Continental Assurance Company outlined a group life plan. Each member will be contacted individually so a rate can be arrived at. (Continued on page 67)

Cite Bufalino 'Hood' Ties In Senate Probe

DETROIT—William Bufalino president of juke box Local 985 of the Teamsters union in Detroit, was linked by blood relatives and thru marriage to alleged underworld ties during testimony given before the Senate Rackets Committee last week.

According to a chart showing the relationship between alleged Mafia leaders in the Detroit-Cleveland area and others in Pennsylvania and New York introduced by committee counsel Robert Kennedy, at least three of the candidates at the now-famous Apalachin, New York "Crime Convention," are blood relatives of the juke box local head. They include Russell Bufalino, a cousin and two other cousins once removed, Angelo Sciandra and Dominick Alaimo, according to the chart.

N. Y. Ties

It was also shown that a sister of Bufalino married to the Falcone family of Utica, N. Y., gave the Detroit clan two other "delegates."

Other ties traced in the chart establish a complicated network of (Continued on page 74)

PROFIT OR LOSS?

Summer Brings Mixed Emotions to Nation's Juke & Game Operations

ST. LOUIS—Despite local as well as national recession factors affecting the St. Louis economy, juke box and amusement games collections are "barely a few percentage points off from last year," a spot check of members of the Missouri Amusement Machine Association indicated.

However, the general tight money conditions have had disastrous effects upon recent dime play conversions in the area.

At least one-third of the operators who converted to 10-cent play early in 1957 have reverted as many as half of their machines back to nickel play.

In some instances, where 10-cent-three-for-a-quarter price was being indignantly rejected in tav-

TWO FACES HAS SUMMER

To the juke box operator, summer can mean a variety of things. To those operating in resort areas, the start of the tourist season is welcome. To those in larger non-resort spots the season is seldom as predictable. Sometimes, the coin takes flourish, as customers crowd taverns and restaurants during hot weather. Sometimes on the other hand, local bistros are vacant, as customers take to the outdoors, their own back yards or neighboring resort areas.

This year, summer predictions are further complicated by national business recession factors that have depressed much of the economy.

A look at Denver (a typical resort area) and St. Louis (typical non-resort industrial region) show some interesting reactions to both the recession and the summer months by the juke box and amusement machine operating trade.

DENVER—A brisk and early tourist trade thruout the Rocky Mountain region has been largely responsible for pulling juke box and amusement game operators out of recession doldrums.

While normally not starting until late June or early July, the influx of resortgoers this year started in the middle of May, and has been keeping a steady flow of customers in resort area taverns, restaurants and other prime coin machine locations.

This is despite a lack of pick-up in other phases of the local economy. Employment for example, is (Continued on page 67)

W. Va. Ops Sked August Board Meet

CHARLESTON, W. Va.—The West Virginia Music Operators Association will hold a board of directors meeting August 8, at Martinsburg, W. Va. The meeting, convening at 6 p.m., will be held at Jim Hutzler's camp on Back Creek.

Directors are urged to travel to the Hutzler-DeHaven offices for the best route to camp. Overnight hotel accommodations will be available.

IDEA EXCHANGES

Operators Talk Up Association Role

BILOXI, Miss. — Operating more than 100 phonographs in a space of only a few square miles is the unusual achievement of George and William Morrison, brother partners in Morrison Amusement Company, here.

The site of the Morrisons' operations is the Biloxi Gulf coast resort area which includes more than 250 motels, lodges, hotels, and other lodging places crammed into a few miles along the Mississippi Gulf coast. Included in the brothers' beat is huge Keesler Air Force Base which has had a concentration of as many as 50,000 men at one time or another. During the summer months, upwards of 300,000 tourists take advantage of the pleasant Gulf coast for vacation weeks, and even during the winter months there is a consistent transient traffic.

Jukes & Pins

In this area, the Morrison firm operates approximately 110 phonographs and about one-third as many pin games and amusement machines, none of them more than two miles away from operating headquarters. Surprisingly, altho

the air force base might be expected to soak up a large percentage of the total, there are only around nine phonographs installed on the base at present.

The fact that more than 100 appear in civilian locations thruout Biloxi and intermediate suburbs is a tribute to the Morrison brothers' ability to make a "good location out of nothing." Natives of the community, each man literally "knows everybody" and, moreover, is able to judge with enviable accuracy the possibilities which any liquor store, tavern, restaurant, cocktail lounge drug-store, or other potential site is likely to offer.

Secret

The secret of building up so large a route has been simply a matter of "keeping on the job" the year around, according to George Morrison, plus willingness to install a phonograph in what at first glance might seem like a profitless location.

Since many of the spots are within a few minutes' walk of the office, it isn't any problem for (Continued on page 74)

DIXIE OP'S STORY

Compact Route Makes Job Easy

CHICAGO—What is the proper role of an operator association? This question was thrashed out by operators in reports to The Billboard.

Twenty of twenty-five operators responding suggest that an association or similar group can be helpful in elevating standards of business practices and in minimizing competitive practices injurious to all operators.

However, most operators explained that this does not mean they advocate an associative system which rules out competition since it is indispensable to good business, to insure top service, equipment and collections. The opinions of some reporting operators follow.

A good example are the remarks of Jerry Rubin, of Rubin Music Company, Canton, O. Declared Rubin:

"The only thing an operator can offer today and still be on the up

and up, is service plus newer equipment. Unfair practices, such as lending or giving locations money to get or keep a location has been going on for quite a while. This is a fault of the large operator, for he's in a better financial position than the small operator. The small operator keeps in closer contact with his locations, and, as a rule, doesn't have to resort to those methods of pacifying his locations—by lending them money. An association, in my opinion, is one of the greatest things for all operators. To be able to get together and iron out your troubles, among yourselves, is of great value. There doesn't have to be any unfair tactics in the coin machine business for after all it is still a business and not a racket as a few make it out to be. In union there is strength, and the coin machine business can only be strong if its operating members band together. And after banding (Continued on page 67)

Coven Modifies Title Strip Kit For Wurlitzers

CHICAGO—Several modifications were made on the title strip conversion kit marketed by Coven Music Corporation, Wurlitzer distributor here, for the Wurlitzer models 2200 and 2100 phonographs.

According to firm president Ben Coven, the kit has been modified to allow a simpler removal of the entire assembly. Also the numeral decals have given way to new pressure sensitive labels. Other minor improvements have been added, Coven said, incorporated from field experience.

Compact Route in Dixie

• Continued from page 66

together, they must act like gentlemen first, businessmen second, and operators third."

Edward M. Oliver, of Mammoth Amusement Company, Montgomery W. Va., echoes similar sentiments on the advantages of a good operator association:

"Our State trade association has done much to standardize operating procedure and maintain good trade relations among its members. We understand each other's problems, because they are similar to our own. As for competition, we have always operated on the theory that locations can get machines from many operators, but we sell our consistent long range service policy. After the business is analyzed, we are actually selling service because locations can buy machines or get other operators any time they choose."

Others polled made clear that associations may be all right, providing they do not tend to control competition (see separate story for full discussion of this point). In spelling out their arguments, they also made plain that differences in the quality of service one operator provides and another can be very great.

For example, Gordon Stout, of a

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Every element—styling, easy operation, fast servicing, trouble-free maintenance—carefully designed to give you the finest, most profitable juke box in the world.

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company bearing his name in Pierre, S. D., said "there is a great deal of difference between what one operator does offer and another. Service in my opinion is the all-important thing. Organization and associations spells out (unfair practices). For that, if for no other reason, associations are needed so that we can all benefit from proven facts.

The dangers inherent in an association can be summed up in two words: Stopping competition. No thoughtful operator wants that. Responses from all operators made that clear. Not only is such action illegal, it does injure the standards of operating, rather than improving them. If an operator believes that he is protected from competition, why worry? Why provide good service, top equipment? Thus, the business slowly but surely deteriorates.

Summing up this point of view—held by many operators as well—is Ozzie Truppmann, of Bush Distributing Company, Miami, who states the point of view clearly and competently:

"The regulation of competition, while appearing on the surface to be beneficial, actually brings about a false sense of security. The established operators become complacent, allow their equipment and service to deteriorate and, thereby, lose the potential that many locations offer. If any self-regulation appears necessary, it is that which the operator can provide for his own operation, not thru any form of association or union. This does not necessarily mean that associations cannot benefit both the industry and the individual operator. Associations have a definite place in the coin machine industry for the purpose of public relations, combating adverse legislation and resolving the over-all problems of

the operators in the area generally.

"Any attempt on the part of operators in given areas to regulate competition or percentage structures is not only against federal statutes, but detrimental to their own welfare. Healthy competition keeps a good operator on his toes and by providing the best equipment and efficient service he will realize the greatest possible returns from his locations. Any form of regulation places good businessmen and bad businessmen on the same level. Our American system has always favored the aggressive individual with the ability and the know-how. This type of individual should realize a greater return for his business than the individual who is less endowed or unable to meet the standard."

At the same time, the problem of getting support for an association is often not a small one. For example, A. L. Witt, president of the Witt Music Company, Inc., of Greenville, said that he believes "all States should have an operator's association, but it is very hard to make one survive. I was president of the South Carolina Operators Association for one year, but the few operators we had in the association would not give us the support needed to keep it going."

H. H. Dolliver, of Dolliver Music Service, Conrad, Mont., points out that two good operators both have identical services to offer:

"I think that the operations of two good operators parallel each other and if they are both giving good service and have good equipment, neither one has anything more to offer than a greater commission split. This should never happen. I think operators themselves are to blame for any tough times they might be having as some are giving away their margin of profit in the way of increased commissions. We have tried associations but since this is a large State, they have never been successful."

Review Tax

• Continued from page 66

Plans are underway for the third annual banquet which will be held on a Saturday in November. Dave Gropman of Beacon Hill Music Company has been appointed chairman of the ticket committee and Ralph Lackey of Karel Music Company is heading the advertising committee. Both operators were successful in these positions last year.

The group will select a permanent decal to replace the number decals now in use on machines. Arthur Sturgis of Automatic Distributors, Inc., has been assigned the job of deciding on a suitable design.

This was the last meeting of the season. The monthly meetings will be resumed in September, except in the case of any emergency.

George Elum, of Elum Music Company, Massillon, O., points out that the problem of competition has largely been solved because the business has become so big. Says Elum: "We have in our area both an association and a union contract. The operators are so busy keeping afloat that we have no time for unfair competitive practices that would harm rather than help an individual operator. The operation of juke boxes has become big business. The small fellow cannot afford financially to tackle the big operator. The large operator lets the little fellow alone because it is more feasible to buy him out rather than start an expensive process of eliminating him by tackling his individual locations."

(See separate story elsewhere in this section for a discussion of associations as a means of helping operators improve their operating practices.)

Denver

• Continued from page 66

still substantially down from the same months last year, with other business indicators likewise trailing.

Mechanics
But to the coin trade, the lowered employment, provided a blessing of sorts. For one thing, there is no shortage of experienced mechanics or servicemen as compared to previous summers. A spot check of Denver operators revealed not a single firm hampered by lack of service personnel, while at the same time last year, at least a quarter of the larger phonograph operating firms were getting along with short crews.

While normally the unemployment would be a serious threat to coin collections, the seasonal tourist flow has at least temporarily boosted amusement and phonograph revenues.

Most operators have reported a record number of machines out on the routes for the summer months. And to date, at least, the takes have kept up with optimistic expectations.

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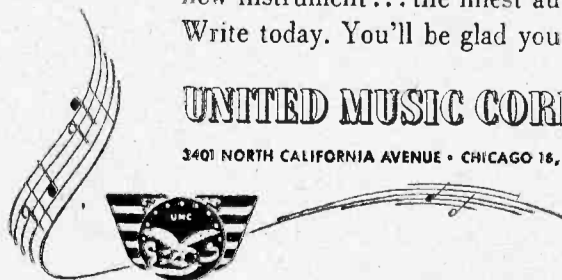
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Coinmen You Know

Chicago

A long-awaited summer season finally arrived in the now "not-so-Windy-City," last week, with temperatures hitting the middle 90s. For operators with resort and other vacation locations, the temperature shift was welcome news. A late start in summer temperatures has hurt many of the seasonal locations that operators had hoped to use to combat the summer slump.

Despite seasonal lags in revenues tho, operators continue to do business as usual. Fred Sipiora, head of Singer One-Stop, reports disk buying about on a par for this time of the year. Current flood of new pop "hits" in good part responsible for operator programming changes, Sipiora notes.

Kurt Kluever and Les Rieck, Rock-Ola sales chiefs, were making last minute preparations for a factory shutdown until July 21. The

firm will resume full operations after three-week vacations.

The new home portable washer produced by AMI recently received a special award for design by the Industrial Designers Institute at a special meeting in Chicago's Ambassador East Hotel, bringing a pleased smile to Ed Ratajack, the firm's marketing veep.

St. Louis coinmen note: Roger D. Myers, the past nine years with W. B. Distributors, Seeburg distributor in St. Louis as Illinois salesman, recently left that organization and is now Midwestern salesman for the Pfanstiehl Chemical Corporation of Waukegan, Ill.

New York

By AARON STERNFIELD

A large delegation from the juke box and amusement machine industries spent last weekend at the Laurels Country Club, Monticello, N. Y., where the Cigarette Merchandisers Association of New York held its 22d annual outing.

Among the coin machine figures present were Al Denver, president of the Music Operators of New York; Meyer Parkoff, Oscar Parkoff, Murray Kay and Mac Perlman, Atlantic-New York; Jack Gordon and John Stuperitz, Seeburg; Sandy Moore and Gabe Forman, Sandy Moore Distributors; Al Ferber, president of the Game Operators of New York, and Al Miniacci, Paramount Music.

The coinmen spent three sunny days at the Catskill Mountain resort on the shores of Lake Sackett, golfing, swimming, playing cards, relaxing in the Riviera Room and attending the trotting races at the Monticello Race Track.

Willie Blatt, prominent Miami coinman, was in New York this week visiting his old friends. . . . Al Goldberg, local music operator, bought a summer home in Monroe, N. Y.

Runyon Sales will take two 15-man classes—one in July and one in August—to the AMI school at Grand Rapids, Mich. Morris Rood said that Gene Daddid, AMI field engineer, is sending application blanks for the week-long school. Hotel and meals at the school will be paid by AMI. The operators and servicemen will be taken out in three cars, five men to a car.

Nate Sugarman of Runyon Sales is doing his two-week stint as an Army reservist at camp. . . . Tom Greco, Glasco, N. Y., reports that business is picking up in the Catskill Mountain resorts.

Memphis

By ELTON WHISENHUNT

Drew Canale, owner of Canale Amusement Company and developing a record label of his own on the side, reports sales picking up on one of his new records. . . . Jack Canipe Jr., former vice-president of Consolidated Amusement Company, has resigned that post to take a job with Southern Amusement Company. He will become their sales manager after orientation.

Wallace Reasons, route manager for Edward H. Newell's Ormatt Amusement Company, returned recently from a two-week vacation of fishing, swimming and boating at the huge Pickwick Lake on the Tennessee River, 130 miles from Memphis. He reported good catches of fish.

Douglas Highfill, owner of Rainbow Amusement Company, keeping busy cleaning and moving juke boxes around locations. He reports it helps increase collections. . . . Bill Forsythe, owner of Forsythe Music Company at nearby Millington, Tenn., and his route manager, Raymond Bailey, seen in Poplar Times Record Shop, a one-stop, putting their golden ears to use picking records for their route.

Allen Dixon, general manager, and Frank Smith, president, S & M Sales Company, reported a successful fishing trip recently. . . . Drew Canale, Canale Amusement Company, busy helping his cousin, Robert Hoffmann, in campaigning for Chancery Court judgeship.

Milo Solomito, owner of Ace Music Company, planning a vacation but hasn't decided where to go. . . . Charles Kahn, Tri-State Amusement Company, reports he is still getting good play from EP records on his route and advocates the use of them by operators.

Parker Henderson, general manager of Southern Amusement Company, reports music business good, tho operators are having to buy 10 to 15 per

Can Associations Improve?

• Continued from page 66

to all: Too much is expected of it. And it's expected overnight.

The reason is not hard to find. Almost in every instance that an association is formed, there is an immediate, urgent reason for it. Usually the reason is to fight legislation. But it can just as easily be an outbreak of big loans or cash bonuses.

Need Action

Operators want action, and plenty of it right away. They lead with their emotions. Sometimes it turns out all right if reason comes to the forefront and the leaders learn before it's too late that an association will not solve everybody's problems now or ever. But, too often, reason never asserts itself. And, of course, sometimes when an immediate job of the association is over—the legislative act that will raise taxes to discriminatory or confiscatory levels—the association falls into disuse. It is no longer needed.

What can an association do and what can't it do? What are its limitations? What are its strengths and weaknesses? These are questions which all operators should ask themselves before troubling themselves to form one. They are questions which must be asked and answered before any association has a chance for survival—or for legal foundation.

There is a very definite place for associations, but it is one which must be understood.

Rub Shoulders

Operators, like all businessmen, do not do business in a vacuum.

cent more records now than a few years ago. . . . Edward H. Newell, Ormatt Amusement Company, reports music business good, but game business off.

Los Angeles

. . . Dorothy Leonard, wife of Jack Leonard, head of the Badger Sales parts department, left last week for a visit with friends and relatives in Chicago. She was accompanied by the three Leonard children, Terri, Ricky and Jeffrey. Jack will join his family in the Windy City several weeks from now.

COIN CALENDAR

Association Meetings scheduled. Check for changes.

- July 7—United Music Operators of Michigan, monthly meeting, Ft. Wayne Hotel, Detroit.
- July 7—California Music Merchants' Association, Oakland Division, monthly meeting, 311 Broadway, Oakland.
- July 8—California Music Merchants' Association, Los Angeles Division, monthly meeting, association headquarters, Los Angeles.
- July 8—California Music Merchants' Association, Fresno Division, monthly meeting, Fresno Hotel, Fresno.
- July 8—Automatic Phonograph Owners' Association, monthly meeting, 1011 Traction Building, Cincinnati.
- July 9—Western Massachusetts Music Guild, semi-monthly meeting, Chelet Restaurant, West Springfield, Mass.
- July 9—Retail Amusement Association of Canton, O., monthly meeting, offices of Elum Music Company, Massillon, O.
- July 9—California Music Merchants' Association, Bakersfield Division, monthly meeting, Bakersfield Inn, Bakersfield.
- July 10—Massachusetts Music Operators' Association, monthly meeting, Beaconsfield Hotel, Brookline, Mass.
- July 10—California Music Merchants' Association, San Diego Division, U. S. Grant Hotel, San Diego.
- July 14—Tri-County Juke Box Operators' Association, 57 Mitchell Place, White Plains, N. Y.
- July 16—Automatic Equipment & Owners' Association of Indiana, monthly meeting, Room 24, 550 Broadway, Gary, Ind.
- July 16—New York State Operators' Guild, monthly meeting, Hotel Palatine, Newburgh, N. Y.
- July 16—Eastern Pennsylvania Amusement Machine Association, General De Kalb Inn, Norristown, Pa.
- July 17—Eastern Ohio Phonograph Operators' Association, 4104 Rush Boulevard, Youngstown 12, O.
- July 17—Phonograph Merchants' Association, Hollenden Hotel, Cleveland, O. Executive board meeting.
- July 21—Westchester Operators Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.
- July 22—Western Massachusetts Music Guild, semi-monthly meeting, Chelet Restaurant, West Springfield.
- July 28—Central States Phonograph Operators Association, monthly meeting, 805 Main Street, Peoria, Illinois.

They are continually rubbing shoulders with each other. They know that many—if not all—of their problems are common. It is natural that they would be prone to exchange views about the business of operating, about their ways of doing business, about what is and what is not good business.

Most operators would probably agree that a business code governing harmful business practices among themselves would help all operators maintain a more profitable level of operation.

And they would also probably agree that whether this code would be stated in writing as a code of ethics subscribed to by members of an association or simply as an understood "gentlemen's agreement" does not matter much—so long as all operators were conscientious in obeying them.

What's Harmful?

But who is to say what are "harmful business practices?" Can it be posted in a series of rules or in a code? And even if it could, and even if everyone joining an association were to agree with it, would everyone follow it? What about the operators not members of the association not bound by the code?

The plain truth is that an association cannot legislate; it cannot set prices; it cannot set commission structures; it cannot stop loans or cash bonuses. Of course, such action is not legal. But the reason why it cannot do these things is not because it is not legal. It is because it is impossible. All you need do to prove that to yourself is to take the most illegal association you can find. Then investigate what goes on among its members privately outside the authority of the association.

More Competition

That's not the whole story. Because even if it were possible and even if it were legal, it would not achieve the desired results: Namely to control or effectively limit competition. It makes competition more intense than ever because all operators would then be in fact in the same boat. All operators would then be on the same level. We discussed earlier in this series the question of what differences separated operators and found that there are apparently no fundamental differences in the nature of the services offered. But we did find that there are marked differences in the quality of service. Altho these differences are not crucial now in many instances—e.g., the superior operator does not get a new location over another operator solely or even largely because of his superior service, but rather because of fatter commissions, etc.—we did say that it may well be because he has never exploited his superiority. So that there surely seems to be an opportunity for operators to take advantage of differences in quality of service in getting away from unprofitable practices.

But the opportunity is lost if the association would be set up in a way that would automatically prevent this from happening. The factor of superiority would be lost, ruled out of existence. As we said, this is impossible, but for the sake of discussion, let's assume it could happen for a moment.

The Same Level

Then, all operators are on the same level in fact with respect to the limits of offering commissions, loans, location jumping, etc. Will they turn this to advantage in selling superiority? Of course not. Why should they? Why not allow equipment to rot in a location until the location owner calls up another operator for a newer machine. The demands of the operator's business are no longer in his hands, they're in the association's. What happens to the distributors in this picture?

(Continued on page 76)

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RECESSION ADVICE

'Don't Let Bad Yr. Beat You,' Says Assoc. Pres.

By JOHN H. HICKS

ST. LOUIS—The recession has caused a substantial reduction in receipts of coin machine operators in the St. Louis area with few exceptions, but "men in the industry cannot let one bad year discourage them," Louis D. Morris, a distributor and operator and president of the Missouri Amusement Machine Association, said.

Morris, president of Morris Novelty Company in St. Louis, said most operators have felt the effects of the recession in their business. His firm is the distributor for D. Gottlieb & Company and sub-jobber for Bally Manufacturing Company.

Collections from all machines fell off 10 to 12 per cent in the first five months of the year as compared to the corresponding period last year, Morris stated. "This is not because operators are neglecting to repair their equipment," he continued. "Players are not getting overtime at their jobs, and they are not spending as they used

to on amusement machines. It does not even help too much when new equipment is put out."

Can't Cut Overhead

One of the biggest troubles about the recession and drop in receipts, Morris said, is that the decrease in collections is not enough to justify cutting overhead. "We just keep hoping," he said.

Morris said that if he can see his way to breaking even this year, he will not lay off any of his employees. One of the serious problems, he asserted, is that the original costs to operators "have increased terribly." He cited as an example a Wurlitzer 12-record juke box in 1932—when he went into that end of the business—could be bought for \$207 each, and today a comparable model with 100 or 200 selections sells for \$1,100 to \$1,200.

Morris agreed that receipts had about doubled since 1932, but declared that "price of the equipment has gone up four or five

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N. Y. High Court Grants Relief To Gotham Game Operators

Rules Single \$50 Common Show License Covers All Games on Stop

NEW YORK — Local amusement machine operators, long harassed by a complicated and expensive city licensing procedure, have been granted relief by the highest court in New York State.

Friday (27), the seven-man Court of Appeals ruled that the New York City statute covering the licensing of coin operated amusement devices does not provide for separate licenses for separate games on the same location.

Until now, New York licensing officials had been hitting operators

for \$50 for each game type on the same location, and had charged another \$50 every time the operator switched games on a location.

Single License

The effect of the Court's ruling is that an operator now pays a \$50 common show license for each location once a year.

Arguing the case before the Court of Appeals was Ben Haskell of the law firm of Haskell & Blatt, counsel for the Associated Amusement Machine Operators of New York.

The case began nearly two years ago when James E. Corrigan, a tavern owner in Laurelton, Queens, charged with operating a common show without a license.

First Decision

On the premises were a shuffleboard and a pool table, but only the shuffleboard was licensed. Corrigan was charged with operating the pool table without a license and was found guilty and fined \$10 by Judge James S. LoPiccolo.

However the magistrate suspended execution of the sentence on condition that the verdict be appealed. In June, 1957, the Appellate Division of the Court of Special Sessions affirmed the decision of the lower court, with one dissent.

But four months later, on re-argument, the same court reversed the conviction, dismissed the complaint, and remitted the fine.

Appeal Granted

However the Corporation Counsel of the City of New York applied to Judge Albert Conway of the

Court of Appeals to appeal the second decision of the Court of Special Sessions, and his application was granted.

On May 2, in Albany, Assistant Corporation Counsel Eugene J. Keefe argued the case for the ap-

(Continued on page 72)

Genco Ships Flying Aces, Novelty Game

Combines Three Types of Tested Play Features

CHICAGO — Flying Aces, a new two-player game combining playfield features of the five-ball pin, the bouncing ball feature of the Rocket Shuffle, and playing card scoring, was shipped to distributors last week by Genco Manufacturing.

While none of the principal play features of the game is brand new, it is the first time these features have been combined in one game.

The game will be shipped to regular five-ball pin game territories.

The launching ball section, similar in design to that of Rocket

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Loan Cloud Looms Over Detroit Area

It's Major Problem for Some Game Operators, Routine Practice to Others

By HAL REVES

This is another article in a series on game operator loans and commission practices in cities across the country.

DETROIT — The problem of game operator loans to locations is one of growing importance in this area today. To some it is a long-established routine; to others, a menace to business.

The extent of the practice here is difficult to gauge. Some operators will not state that they have made loans, while some admit it but feel it was done under the duress of competition and say they want to stay away from it for the future. Others feel they have to go

along with what seems to be a fairly common practice.

"I just don't buy spots," A. Jordan Spring, of the Ray-O-Lite Amusement Machine Company, told a location owner who approached him for a \$300 loan for the privilege of putting in two machines. This one was solved in a favorable fashion, for a week later the same location called and asked him to put the machines in. Apparently a reported offer for such a loan from a competitor did not materialize, and the subject was never mentioned again.

Room for Doubt

There appears to be a healthy scepticism on the part of some operators who refuse to believe that the reports of counter-offers given them occasionally by location owners are all bona fide offers.

(Continued on page 75)

REPORT BRITISH ISLES CUSTOMS INVESTIGATION

LONDON — Reports of a major customs inquiry centered in Northern Ireland, Northern England and London were noted last week in The World's Fair, British trade paper.

Manufacturers, distributors and operators were reported visited by customs officers, and serial numbers of machines at some locations were reported checked. It was further reported that some books may have been taken away from firms for examination.

Both game and juke box equipment was said to be included in the inquiry. "Customs officers have wide powers," The World's Fair advises.

Tourists Boost Denver Trade

DENVER — Distributors here are reporting record sales of phonographs, amusement machines and vending machines for the month of June, as increased sales volume on most locations encourages operators to add new equipment.

Tourist traffic into Colorado has already passed the half-million mark, according to the State Tourist Bureau, giving the lie to gloomy "recession talk" and reports that volume in all categories would fall off for 1958.

OK Pinball Ban In Chattanooga

CHATTANOOGA — An ordinance banning pinball operation here was passed on final reading and becomes effective Tuesday (8).

Operators and their counsel, however, successfully blocked passage of a previously proposed ordinance which would have banned all types of coin games in Chattanooga. (The Billboard, June 23.)

The commission also passed, on first reading, an ordinance licensing at \$15 annually, coin-operated pool tables, shuffle bowlers and ball bowlers. But only those coin pools having two pockets and not more than 10 balls are to be licensed.

Six-pocket coin pool games, although smaller than regulation pool tables, would be banned under the ordinance.

Mayor Olgiati had suggested that the smaller bumper-type tables be approved. The ordinance was to go up for second and third readings.

60-Game Op May Get More Than Six Service Calls in Wk.

Majority Do Own Work or Employ Servicemen; Most Take Own Calls

By KEN KNAUF

CHICAGO—The game operator with 60 machines on location may get more than a dozen service calls in a two-week period.

This is indicated by results of a 36-operator poll which represents operations in all parts of the country.

Asked, "How many service calls do you get in a two-week period?" 22 game operators pegged it at "one per five games." Six operators estimated that they got "one call per 15 games." Just three put the figure at "one per 10 games," three more at "one per 20 games." One estimated "one per 30," and one

operator couldn't put his finger on any number.

All but a few of the operators surveyed either handle their own servicing or have it done by their own serviceman or men. The tabulations were split about evenly between "Do it myself" and "Done by my serviceman or men." But close to one-third of the operators polled indicated that their servicing is done both by themselves and their employed servicemen. Only two of the 36 operators polled used "outside servicemen" and one depended about 50 per cent on a distributor or jobber for his service chores.

"How do service calls reach you?" Most operators (roughly 25 out of 36) said that "The locations call me or my firm." Most of the remainder said that "The locations call outside telephone service which notifies me." Three operators used a combination of the two systems (and were included in each above) and a few used other systems in combination with one of the above, including one operator who used a car radio-service.

Operators polled estimated that the average new game holds up from one-half year to a year before major repair is required. Fourteen

(Continued on page 73)

Seattle Ponders License Puzzle

SEATTLE—Operator Bill Colacurcio Jr., who has 132 games located and licensed here, has been refused renewal of his licenses and ordered to dispose of his business.

Action grew out of a new ruling that coin machine operators be okayed by the city before being allowed game licenses.

Colacurcio, thus far, is the only local operator to be refused licenses. He is reportedly the largest operator in town.

Council approval is now required to transfer the licenses now held by Colacurcio to other parties.

Lawrence L. Keller, a building contractor, has requested permission from the Council License Committee to buy Colacurcio's operation. The Committee is now seeking a police report on Keller before granting the request.

THE BILLBOARD WEEKLY

Coin Machine Price Index

How to Use the Index

HIGHS AND LOWS Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" on "distressed" equipment.

(For 10-week period ending with issue of June 30, 1958)

Main table containing categories: MUSIC MACHINES, ROCK-OLA, SEEBURG, WURLITZER, PINBALL GAMES, CHICAGO COIN, GENC0, GOTTLIEB, WILLIAMS, and SHUFFLE GAMES. Each entry lists machine name, date, High price, Low price, and Mean Avg. price.

ARCADE EQUIPMENT

	High	Low	Mean Avg.
Hi Speed Triple Score (CC) (8/53)	\$ 60.00	\$ 60.00	\$ 60.00
Holiday Match Bowler (CC) (9/53)	165.00	165.00	165.00
Hollywood (CC) (5/55)	225.00	215.00	215.00
Imperial (U) (9/53)	85.00	60.00	60.00
Jet Bowler (B) (8/54)	75.00	75.00	75.00
Leader Shuffle Alley (U) (11/53)	195.00	125.00	165.00
League Bowler (U) (1/54)	250.00	95.00	165.00
League Bowler Deluxe (U) (4/54)	195.00	100.00	145.00
Lightning (U) (2/55)	145.00	145.00	145.00
Lightning Deluxe (U) (2/55)	295.00	275.00	275.00
Magic (B) (12/54)	145.00	145.00	145.00
Manhattan 10 Frame (United)	85.00	85.00	85.00
Mars (U) (1/55)	165.00	165.00	165.00
Mars Deluxe (U)	395.00	185.00	245.00
Match Bow-A-Ball (CC) (8/52)	70.00	45.00	45.00
Match Pool (Ge) (2/54)	60.00	60.00	60.00
Mercury (U) (12/54)	125.00	125.00	125.00
Mystic Bowler (B) (12/54)	355.00	325.00	355.00
Mercury Deluxe 11th Frame (U)	295.00	235.00	245.00
Name Bowler (CC) (1/54)	50.00	50.00	50.00
Official (U) (5/52)	85.00	60.00	75.00
Olympic (U) (8/54)	65.00	65.00	65.00
Original	95.00	50.00	70.00
Pacemaker (K) (9/53)	85.00	149.50	50.00
Palisade (K)	55.00	55.00	55.00
Playtime Bowler (CC) (10/54)	290.00	165.00	165.00
Rainbow Shuffle Alley (U) (8/54)	125.00	125.00	125.00
Rocket (B) (8/54)	95.00	95.00	95.00
Royal (U) (8/54)	190.00	75.00	110.00
Score-A-Line (CC) (9/55)	245.00	245.00	245.00
Shuffle Alley Deluxe 6 Player (U) (10/51)	85.00	30.00	60.00
Shuffle Alley 6 Player (K)	85.00	45.00	55.00
Shuffle Alley 10 Player (K)	95.00	50.00	60.00
Shuffle Alley 11th Frame	335.00	150.00	195.00
Shuffle Alley Deluxe 11th Frame (U)	325.00	175.00	225.00
Shuffle Pool (Ge) (11/53)	50.00	50.00	50.00
Six Player (CC)	50.00	45.00	45.00
Six Player Deluxe (K)	65.00	40.00	45.00
Six Player Deluxe (U)	65.00	40.00	45.00
Six Player 10th Frame (U)	75.00	55.00	70.00
Speedlane Bowler (K)	185.00	185.00	185.00
Speedy (U) (8/54)	135.00	135.00	135.00
Star 5 Player (U) (7/52)	95.00	34.50	45.00
Star 10th Frame (U) (9/52)	65.00	65.00	65.00
Starlite (CC) (5/54)	140.00	140.00	140.00
Super Bonus Deluxe (U)	225.00	225.00	225.00
Super Frame (CC) (5/54)	125.00	125.00	125.00
Super Match Bowler (CC) (10/52)	75.00	50.00	55.00
Super Six (U) (3/52)	100.00	29.50	75.00
Targette (U)	125.00	95.00	95.00
Targette Deluxe (U) (8/54)	320.00	95.00	195.00
Team Bowler (U) (1/54)	95.00	95.00	95.00
Team Bowler (K) (10/52)	75.00	49.50	50.00
Tenth Frame (K)	75.00	35.00	60.00
Tenth Frame Bowler (CC)	95.00	40.00	60.00
Thunderbolt (CC)	200.00	185.00	185.00
Triple Score Bowler (CC) (6/53)	65.00	65.00	65.00
Triple Strike Bowler (CC)	200.00	150.00	150.00
Venus Deluxe (U) (3/55)	395.00	225.00	275.00
Victory Bowler (B) (5/54)	295.00	145.00	195.00
Vinus Bowler	145.00	145.00	145.00
Yankees (U)	145.00	145.00	145.00

Code: AF—Auto Photo; B—Bally; CC—Chicago Coin; Ev—Evans; Ex—Exhibit; G—Genco; Gb—Gottlieb; K—Keeney; M—Int'l Microscope; R—Rovers; S—Seeburg; Sc—Scientific; Sh—Shipman; T—Telecoin; U—United; W—Williams; Wa—Walling.

ABT Challenger (5/46)	\$ 30.00	\$ 25.00	\$ 25.00
AA Gun (K) ('48)	99.50	99.50	99.50
All Star Baseball (W)	100.00	100.00	100.00
Atomic Bombers (M)	125.00	75.00	125.00
Auto Photo (AP)	1595.00	1595.00	1595.00
Anti Aircraft	99.50	99.50	99.50
Air Raider (K) ('48)	125.00	125.00	125.00
Air Hockey	175.00	175.00	175.00
Air Football	245.00	245.00	245.00
Balloonamat			
Capitol P (1/55)	195.00	195.00	195.00
Baseball (Sc)	95.00	85.00	95.00
Baseball, 2 Player (G)	175.00	175.00	175.00
Basketball (G)	225.00	175.00	185.00
Basketball (CC)	175.00	95.00	175.00
Basketball, Champ (CC)	125.00	125.00	125.00
Bat-A-Score (Ev) (8/48)	100.00	90.00	95.00
Bat-A-Score, Sr. (Ev) (8/48)	95.00	95.00	95.00
Bert Lane			
Merry-Go-Round	275.00	275.00	275.00
Big Broncho (1/51)	325.00	325.00	325.00
Big Inning (B) (47)	125.00	125.00	125.00
Big League Baseball (3/51) (W)	130.00	130.00	130.00
Big League Baseball (W) (2/54)	145.00	145.00	145.00
Big Top (G) (6/54)	225.00	225.00	225.00
Bingo Roll	95.00	35.00	95.00
Bonus Deluxe (U)	350.00	300.00	325.00
Bonus Gun (U) (1/55)	215.00	165.00	195.00
Broncho Horse (Ex) (10/47)	375.00	375.00	375.00
Card Vendor (Ex)	50.00	45.00	50.00
Carnival Deluxe (U)	295.00	150.00	245.00
Carnival Gun (U) (10/54)	165.00	65.00	150.00
Carousel (Se) (11/54)	325.00	325.00	325.00
Champion Baseball (G)	175.00	175.00	175.00
Champion Hockey ('46)	100.00	100.00	100.00
Coon Gun (S)	135.00	135.00	135.00
Coon Hunt (S) (2/54)	145.00	95.00	145.00
Dale Gun (Ex)	95.00	25.00	50.00
Defender (B) ('40)	150.00	125.00	125.00
Derby (Ex)	125.00	125.00	125.00
Derby, 4 Player (CC) (3/52)	135.00	135.00	135.00
Drive Mobile (M) (7/54)	150.00	125.00	125.00
Jungle Gun (U) (7/54)	135.00	135.00	135.00
Kicker & Catchers	52.50	52.50	52.50
K O Fighter	150.00	150.00	150.00
500-Shooting Gallery (Ex) (3/55)	100.00	95.00	100.00
Flash Hockey (Coinex) (9/46)	99.50	75.00	99.50
Flying Saucer (M) (6/50)	95.00	95.00	95.00
Football (M)	175.00	175.00	175.00
Goatee (CC) (1/46)	110.00	110.00	110.00
Gun Patrol (Ex) (5/51)	95.00	65.00	65.00
Gypsy Fortune Teller	10.00	10.00	10.00
Harvard Metal Typer	195.00	195.00	195.00
Heavy Hitter (B)	65.00	50.00	65.00
Hi-Ball (Ex) (2/38)	65.00	65.00	65.00
Hockey (CC)	75.00	75.00	75.00
Home Run, 6 Player (CC) (3/54)	95.00	95.00	95.00
Jack Rabbit (Amusematic) ('46)	125.00	125.00	125.00
Jet (B)	110.00	110.00	110.00
Jumping Jack (G) (11/52)	85.00	35.00	75.00
Jet Gun (Ex) (12/51)	110.00	110.00	110.00
Jet Fighter (W) (10/54)	195.00	125.00	195.00
Lite League (W) (2/54)	125.00	125.00	125.00
Lord's Prayer (M) (6/56)	195.00	195.00	195.00

	High	Low	Mean Avg.
Lovometer (Ex)	\$ 25.00	\$ 25.00	\$ 25.00
Mauser Pistol (Ex)	89.50	89.50	89.50
Mercury Counter Gripper	25.00	25.00	25.00
Midget Movies (CC)	145.00	125.00	125.00
Midget Racer (B) (11/56)	75.00	75.00	75.00
Midget Skee-ball (CC)	125.00	125.00	125.00
Mill Scales	65.00	35.00	50.00
Panoram (Mills)	395.00	325.00	325.00
Pennant Baseball (W)	115.00	100.00	115.00
Periscope (CC)	95.00	95.00	95.00
Photomatic (M) (1/50)	350.00	350.00	350.00
Photomatic Deluxe (M) (2/36)	245.00	245.00	245.00
Pistol (CC) (1/49)	75.00	65.00	75.00
Pistol Pete (CC)	99.50	45.00	75.00
Pistol Target Skill	15.00	15.00	15.00
Pitch'm & Bat'm (S)	195.00	95.00	125.00
Polar Hunt (W)	295.00	110.00	210.00
Pop Up	20.00	20.00	20.00
Quarterbacks (G) (9/55)	175.00	85.00	125.00
Ranger (K)	295.00	250.00	295.00
Rapid Fire (B)	125.00	110.00	110.00
Rifle Gallery (G) (6/54)	195.00	95.00	150.00
Round the World Trainer (CC) (10/53)	345.00	340.00	345.00
Royal Mustang Horse	275.00	275.00	275.00
Safari (W) (2/54)	225.00	225.00	225.00
Set Shot Basketball (Munves) (6/52)	250.00	250.00	250.00
Shoe Brush Up	95.00	95.00	95.00
Shoot the Bear (S)	125.00	120.00	125.00
Shooting Gallery (Ex) (6/54)	225.00	95.00	150.00
Sidewalk Engineer (W) (5/55)	180.00	75.00	100.00
Silver Bullets (Ex) (11/49)	95.00	95.00	95.00
S K Grip Vue	30.00	20.00	20.00
Silver Gloves (M)	175.00	140.00	145.00
Six Shooter (Ex)	95.00	75.00	95.00
Skee Ball (W) (8/36)	245.00	245.00	245.00
Sky Fighter (M) (9/53)	125.00	125.00	125.00
Sky Gunner (G) (9/53)	125.00	125.00	125.00
Sky Gunner (CC)	125.00	125.00	125.00
Sky Rocket (G) (5/55)	210.00	195.00	205.00
Smiley (Pioneer) (8/46)	525.00	495.00	495.00
Space Gun (Ex)	95.00	90.00	95.00
Space Ranger (Deco)	275.00	275.00	275.00
Space Ship	200.00	200.00	200.00
Speed Boat (B) (7/53)	325.00	275.00	325.00
Sportland (Ex) (11/51)	150.00	125.00	150.00
Sportsman (K) (11/54)	195.00	195.00	195.00
Standard Metal Typer, F S	275.00	275.00	275.00
Star Series (W) (4/49)	85.00	85.00	85.00
Star Shooting Gallery (Ex) (9/54)	120.00	120.00	120.00
Steeple Chase	395.00	395.00	395.00
Strike-A-Lite (ABT)	195.00	195.00	195.00
Submarine (K) (1/42)	125.00	125.00	125.00
Super Home Run (CC) (3/54)	125.00	125.00	125.00
Super Jet (CC) (4/53)	175.00	175.00	175.00
Super Jet (CC) (8/53)	295.00	295.00	295.00
Super Pennant (W)	100.00	100.00	100.00
Super Slugger (U) (7/55)	275.00	195.00	245.00
Telequiz (1/49) (T)	100.00	75.00	95.00
Ten Strike (E) (46)	85.00	75.00	85.00
3-D Theater (M) (12/53)	150.00	150.00	150.00
Three-of-a-Kind	20.00	18.00	18.00
Three Way Gripper (Gb)	25.00	25.00	25.00
Treasure Cove (Ex) (6/55)	275.00	225.00	225.00
Trigger Horse (E) (7/53)	395.00	395.00	395.00
Undersea Raider (2/46)	125.00	125.00	125.00
Voice-O-Graph (M) (4/46)	325.00	240.00	250.00
Wild West (G) (2/55)	245.00	245.00	245.00
Wizzard Whiz	25.00	18.00	20.00
World Series (W) (4/51)	50.00	50.00	50.00
Zingo (1/51) (U)	65.00	65.00	65.00

Genco Ships Flying Aces Unit

Continued from page 69

Shuffle, has 20 ball holes which represent ace, king, jack and 10 card symbols.

Light-Up Cards

The 10 bouncing balls in the launching section reshuffle and light up corresponding playing card symbols on the glass when four-of-a-kind or royal-flush combinations are made. Either combination adds a bonus to the player's score and registers an in-line on the playfield. This process is repeated until the bouncing balls fail to make a four-of-a-kind or royal flush.

At this point, the player pulls the plunger and shoots a steel ball up the playfield in the manner of pinball play. Four roll-over lanes on the playfield represent the four card symbols, and by making the appropriate lane, the player can complete a four-of-a-kind or royal flush not completed in the launching section. If completed, bonus and in-line score is added, but bouncing balls do not reshuffle. In this way, player can repeat a combination for repeated scores until the playfield ball drops out of play.

When the playfield ball drops out of play, bouncing balls reshuffle, and the process begins anew.

When player has made three four-of-a-kind, royal flush or a three-way combination of the two, two ball bumpers on playfield light up and score 10 times their value. When six four-of-a-kind and royal-flush combinations are made, two additional ball bumpers on playfield light up to score 10 times their value.

Four-of-a-kind scores a 300-point bonus, royal flush a 500-point bonus and combinations of the two made simultaneously score 1,000 bonus points.

Two bottom roll-over lanes and a center special hole award replays. This feature is adjustable. High scores can also be adjusted to award replays. The game has a match play feature which is removable.

Flying Aces is available with single or double coin chutes. One player plays a full game, then second player begins. Game can be played by a single player.

Recession Advice

14 FT. BOWLERS . . . \$425

ARCADE	BALLY ALL STAR BOWLERS	POOLS
Round the World . . \$340	\$325	6 Pocket Pools . . . \$150
Genco Circus Rifle . . 340		Jumbo Pools 95
Horoscope Write	Like New	Bumper Pools 75
Moforama 320		Flicker Pool 125
Del. 1957 Baseball. 340		4-Hole Pool 95

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AMI F-120 \$449	WURLITZER 5204A (104 sel. wallbox) \$19.50
WURLITZER 2150 (200 sel.) . . . \$649	ROCK-OLA 1446 (120 sel.) . . . \$395
WURLITZER 2000 (200 sel.) . . . \$595	ROCK-OLA 1438 \$295
WURLITZER 1900 (104 sel.) . . . \$545	ROCK-OLA 1434 (45 rpm) . . . \$139

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N. Y. High Ct. Grants Relief

• Continued from page 69

pelants, while Haskell argued the case for the respondents. Citing the New York City statute Haskell pointed out that "if it is intended that each machine be separately licensed, it should so state clearly and unequivocally."

Point of Grammar
A point of grammar was used to advantage by Haskell. In referring to the appellant's argument that the term "any machine" is a singular term and indicates an intention to require a separate license for each machine, Haskell said:

"The fallacy of this argument is obvious. The use of 'any machines' would be incorrect and poor English. Furthermore, the adjective 'any' is not singular. If the legislative body of the City of New York intended that only one machine be operated under one license, it would have used the term 'a machine' as it did in subdivision 1 of this section. It could have used the words 'each' or 'every' which are definitely singular."

Part of the City's argument was based on the right of an agency head to make rules for his department. However, Haskell pointed out that "no rule or regulation made by an officer of the city except such as relate to the organization or internal management of a department shall be effective until it is filed in the office of the city clerk."

Blatt Affidavit
He then presented an affidavit by Ted Blatt, his law partner who had been working with him on the case. Blatt's affidavit said:

"It is also respectfully submitted that in spite of allegations that the License Commissioner has made certain rules with respect to the various types of games, a thorough search by this office has failed to disclose these rules. Neither has any rule been cited in any of the corporation counsel's papers. They have not been cited because they are non-existent."

Haskell admitted that the Commissioner of Licenses has certain administrative functions, such as determining whether a game is one of skill or chance. But, he added, the Commissioner does not have the authority to establish classifications of common shows.

Legislative Act
"Any attempt on his part to do so," he added, "is a legislative act rather than an administrative one. Furthermore, to establish classes of common shows and to require a separate fee of \$50 per annum for each class, would be an act to produce revenue and such a function is clearly that of the legislative body of the City of New York, and not the function of the Commissioner of Licenses."

Move to Hike

• Continued from page 65

raise it to 4 cents almost succeeded in the 1957 session of the Indiana General Assembly.

Stern Resistance
Stern resistance by vending machine operators and tobacco dealers plus the fact of a comprehensive increase of the State's gross income tax in the session relieved the pressure for revenue and served to bring about the defeat of the raise only a few hours before legislative adjournment.

Now, however, Indiana industrial income, in common with conditions elsewhere, has been adversely affected by the recession, and the yield from the gross income tax is sagging despite the increased rate.

Search for Income
It is presumed, therefore, that in the search for new income, the Indiana General Assembly at its session next winter may again try to tap the cigarette source for a 1 and, possibly, a 2-cent increase.

An affidavit by Blatt pointed out that the License Department must approve every game before it can be sold in the city, that several games of the same class have always been authorized under one license, and that because games have prior approval before being placed on location, the job of the inspectors is merely to determine whether the operator has been licensed.

Haskell concluded his argument by saying, "The argument that the machines installed after the issuance of the original license might be easily and quickly converted from games of skill to games of chance is frivolous and illogical. The inspectors can easily see whether the machine in operation is one previously approved by the Commissioner."

'No Change'

• Continued from page 69

forcing the current ordinance, last week reported that the city is taking a look at the situation.

Commissioner Eyes Change
Prendergast said that the Police Commissioner is mulling the current ordinance with the idea of "making some changes." Prendergast said he has no inkling of what such changes may consist, and that he doubted that the Police Commissioner has either. "They don't know yet themselves," he commented.

Prendergast said he has heard of no proposals from operators or their association about any change in the ordinance. "They have proposed no changes, as far as I know. The City Collector added that any change which is made would likely occur before the first of next year."

Atty. James A. Brown, counsel for the Chicago Independent Amusement Association, game operator group currently in an inactive status for all practical purposes, confirmed that there is "nothing new" on the licensing front.

But Brown said he thought the city would take a "new look" at the licensing ordinance. He said that as counsel for game operators here, he hoped to be "in on it." He said that he has told city officers that he wishes to be conferred with in respect to framing a new ordinance. Brown said that since the city officials will begin their regular summer vacations soon, he expected no further action on the ordinance question until September.

Meanwhile, on the New York City scene, game operators applauded a decision by the State Court of Appeals ruling that under the city code, an operator pay one \$50 "common show" license for each location per year. Licensing officials there had been hitting operators with a \$50 per machine fee, charging an additional \$50 every time a game was switched at the location. (See separate story this section.)

MUSIC

AMI G200 \$595
AMI G120 575
WURLITZER 2150 750

GAMES

BALLY ALL STAR DELUXE BOWLER \$375
BALLY BIG TIME 95
GENCO SKILL BALL 150
GENCO BASKETBALL 150
MUTOSCOPE K. O. CHAMP . . . 175
EXHIBIT TREASURE COVE . . . 225
HIT PARADE, 3D 100

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Model C 365.00
Model R 555.00
100 Sel. Wall Boxes, Chrome 32.50

ROCK-OLA

Model 1432 (45 rpm) . . . \$ 65.00

AMI

G-200 \$560.00

BINGOS

Miss America \$575.00
Tropics 35.00
Starlet 95.00
Pixie 70.00
Brazil 195.00
Caravan 105.00
Gaytime 85.00
Variety 65.00
Big Time 95.00

ARCADE

Telequiz \$ 65.00
Bally & United 14' Bowlers 395.00
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Ex. Shooting Gallery 55.00
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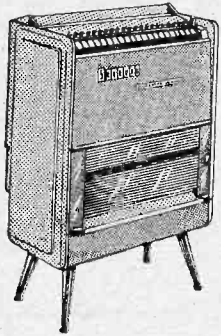
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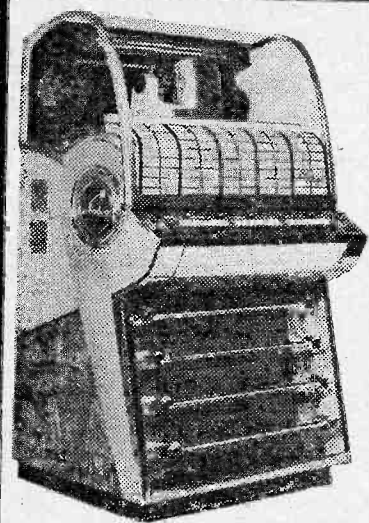
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Bulk Banter

Continued from page 63

tion with her college major, International Relations, at the University of California in Los Angeles. She worked for three straight summers to earn the money for the trip Dad Ed says. She will return the first week in September and resume her studies at UCLA. . . . Maybelle Marshall, wife of Dan Marshall, Operators Vending shipping clerk, is working in the office getting out brochures. . . . Jack Benson has moved into his new home in the San Fernando Valley and his folks will soon be coming out from the East to be with him. . . . Dorothy Brinkman is reported to have sold her route in Long Beach. She did business under the title of 4B Sales. . . . The Bert Fragas of Standard Specialty Company in Oakland are back from a vacation spent in the California High Sierras.

Bob Biro and his wife, Joann, are reported awaiting the stork for the third time. . . . G. S. Cole, who is a bulk operator in the Camarillo area, is back from a trip to Canada. Preston Coombs now has his son, Bill, associated in the business with him. Pres also opened his new swimming pool and is enjoying it this summer. . . . Normak Clark, Los Angeles operator, has returned from a combination business and pleasure trip to Colorado. . . . Randolph Leland, one of the oldest operators (from point of service only) in this area, visited with Lew Feldman at Acme Vending Machine Company.

The many friends of George Temple will be glad to learn that he has recovered from recent surgery. Darrell Temple, George's son recently graduated from high school and is now in the U. S. Marine Corps Reserves. . . . Joe and Sally Richolson of Bakersfield are back in that San Joaquin Valley city following a cross-country trip which they enjoyed very much. . . . H. K. Ward of Ward Vending returned from a combination business and pleasure trip to the East Coast. . . . New operators in the field are G. A. White and C. Nelkin, both of Los Angeles.

60-Game Op

Continued from page 69

out of 36 operators pegged the period at "one year." Eleven estimated "one-half year." Four said "one and one-half years"; three said "three-fourths year"; two stated "two years" and two one-fourth year or less." None went above the two-year estimate.

Asked "How many repairs (major and minor) are necessary on the average new game in a period of one year on location" 34 operators answering gave replies ranging from "one" to "50." But the average figure was "11," and all but four replies fell into the "one to 15" bracket. Fifteen replies were in the "one to nine" bracket, and 15 were in the "10 to 15" bracket. The other four replies were "20," "25," "30" and "50."

More varying answers were given to the question: "What are your average servicing and repair costs per game in a year's time?" This included costs of labor, transportation, phone service, etc. Thirty-two operators replying gave the following breakdown: four "under \$10"; seven "under \$25"; 11 "under \$50"; eight "under \$75"; two "under \$100"; one "under \$200."

Individual operator comments on servicing and repair costs and problems will be presented in the next issue.

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Ops Talk Association Role

Continued from page 68

either of the Morrison brothers to make many more calls on location owners than collections actually warrant, just dropping in to polish the machine or offer the location owner a change of records if he wishes. Both thoroly active, energetic men, the Morrison brothers have at one time or another visited every potential location in the area, introduced themselves, and if there is any potential at all involved in a spot, they don't hesitate to "sign it up."

Morrison Amusement Company's stock runs all the way from several venerable 78 r.p.m. machines, up to brand new 200-play phonographs, equipped with 50-cent coin chutes. Handling their own repair chores and maintaining so wide an inventory of phonographs means that the Morrisons can constantly "match the phonograph to the location."

If a crossroads tavern, for example, which has little traffic except for weekends, wants the benefit of phonograph music, the Morrison brothers know automatically what machine will operate at a profit in the location, from the standpoint of total investment, service costs and collection costs. Numerous machines have been installed on a no-commission (to the location) basis, others for small percentages such as 5 per cent, 10 per cent and 15 per cent, merely because the location owner was informed of the costs involved in operating and was willing to make such a concession in order to get a phonograph on his premises. Locations, likewise, include a mixture of 5-cent and 10-cent play spots, again dictated by the investment in the machine, the amount of traffic at the location, and the location owner's cooperation. Almost half of the machines, however, are on 10 play, in more active tourist-center locations along the beach area.

Typical of the willingness to make extra calls and to put forth additional effort which has characterized building up of so large a route in the "compressed area" are special protective enclosures which the Morrisons have built for phono-

graphs installed at the huge Keesle Air Force Base (see The Billboard, June 30). Here, where most machines are located in roofed over open areas devoted to coffee and soft drink service near school training buildings, etc., both weather and careless handling by customers are likely to lead to machine damage.

To eliminate this, the Morrison brothers have built hardwood enclosures around their machines equipped with double doors which slide back out of the way during operating hours, and fit together to be neatly locked in place during night hours and on Sundays. These were built by the Mississippi operators themselves after studying various means of machine protection, and have at least tripled life expectancy of all phonographs on the base. A typical cabinet, is finished in glossy white enamel, fits almost air tight against the moist, penetrating Southern Mississippi climate, and insures that the machine is securely protected against the atmosphere until the morning sun has cleared away the danger of moisture saturation.

St. Louis

Continued from page 66

ern locations, particularly in the lower income sections of the city, operators found that switching back to nickel play brought increases of from 300 to 400 per cent thus increasing profits substantially. Still, the return to 5-cent play is being regarded as a "temporary expedient" and almost every operator plans to go back to the 10-cent price as soon as economic conditions warrant.

Probably more routes have been sold in 1958 than any year in the past 10, according to the Missouri Association management. These have been for the most part smaller part-time operators, who have sold strings of anywhere from 10 to 20 machines to larger established operating firms, and who have gone out of operating altogether.

Because of higher over-all operating costs, they will probably be fewer and fewer smaller operators in the field in the future, it was emphasized, due to the fact that only where an operator is using assembly-line methods to maintain his equipment, and can thus hold the cost per unit down is route operations practicable.

Highly noticeable is the fact that many small-scale phonograph operators are adding vending machines and more amusement machines, to "make up the difference."

Cite Bufalino

Continued from page 66

relations by blood and marriage between Bufalino and others.

Bufalino's own marriage is to a member of the Angelo Meli family. The diagram also showed that Johnny Dio is related to the Meli family thru intermarriage with a daughter of Frank Livorsi. (Livorsi has served time for narcotics violation and black market activity).

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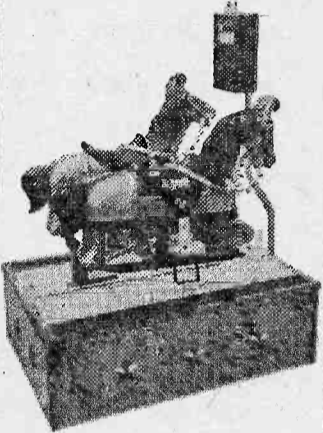
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Loan Cloud Looms in Det.

• Continued from page 69

Some, they feel, may be given for bargaining purposes primarily.

One operator, Thomas J. Dewberry, of T. J. Amusement Company, figures he is losing a couple of locations because he had to decline loan requests. He made a loan in one instance, about a year ago, to a long-established location. Special circumstances governed this—the owner was short of funds and needed money to cash checks. Dewberry felt there was a real hardship for this regular client, and made a loan. Regular promissory notes were made out and the owner paid them back just as he promised.

No present plans are known for putting an end to the loan practice here, and operators feel that some steps should be taken. Dewberry suggests, "Everybody should get together and cut it out." Other suggestions were made that the trade association or the union having jurisdiction should take steps to end the practice.

Opposition is stronger to the practice of operators using loans as a sales argument to get a location, than to granting loans where an established business relationship has existed.

"This has been going on ever since the coin machine business started," according to Joseph Kanterman, of K & S Company, who does not feel very hopeful that it can be licked. He feels it is very widespread.

Kanterman provided some loan statistics from his own experience. He makes them when forced to—locations will flatly say they'll give the business to someone else if the operator doesn't give them the money. The average loan is, he estimated, around \$200, but this could not be correlated either with the type of game or its investment cost. He always takes a note, and

upon collecting from the machine, takes all the cash, crediting the location's commission to the loan account so that it is paid back in a relatively short time—usually three or four months—depending on the amount.

Interest is sometimes collected, but is rather rare, he says—"You're lucky to get your money back."

The typical opening gambit, in Kanterman's experience, is for a location owner to be "impressed" by the amount of money a machine appears to be taking in, then to innocently ask how many machines

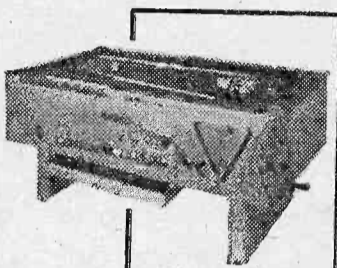
the operator has. So the location man multiplies that figure by the operator share on his own machine and figures the operator is making that much per week—and is able to afford the loan.

Very few loans appear to be sought as outright gifts or bribes, tho some reports of this have cropped up.

Operator Spring, who firmly refuses to make loans, says, "You

just can't do it—you don't make that kind of money."

Present recession conditions, Spring believes, actually help to curb the extent of loans because operators don't have the money to spread this way. "The loan situation would be more serious if operators weren't so hard put themselves. But I don't think anyone in this business has the kind of money many people think they have.



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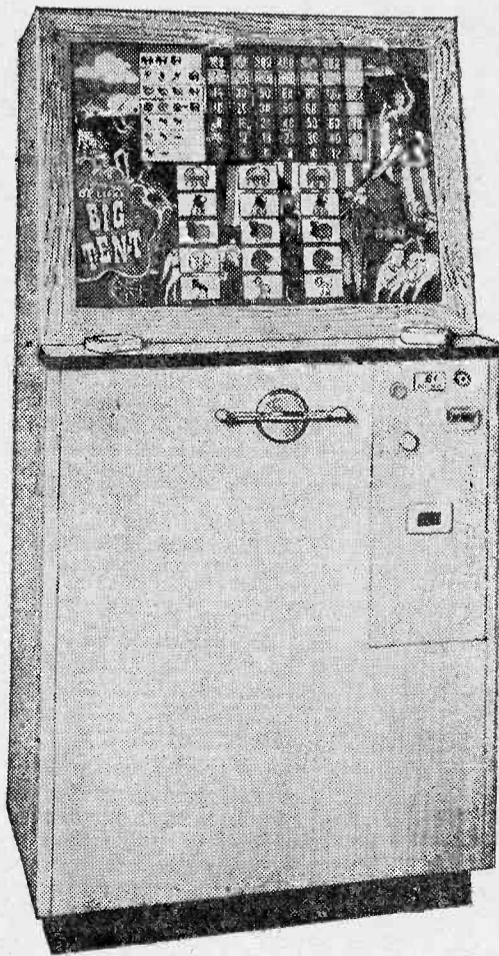
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Can Associations Improve?

Continued from page 68

They aren't selling equipment, and so we're back where we started, because we know how this idyllic picture will explode.

Assume, on the other hand, that properly-run association is formed. Its leaders realize that it cannot do more than educate by, thru, and for its members on unprofitable practices. Does it, if it's successful, lessen competition? It does not. It makes it keener. But there is one all-important difference between the operation of this kind of association and the mythical never-never-land variety. Members of this brand of association will have keener competition, but they'll operate at a profitable level indefinitely. Members of the mythical one—until the distributors prick the bubble—will operate profitably for awhile, but gradually the value of their route, if not their collections, slips. They find themselves sitting ducks for any non-member. They can also find that most of their equipment is so out-dated that they would have a hard time bringing it up to date if jumping began to occur. In all this, we're talking about equipment usually eight to 10-years old.

Primary Goal

Is the association in fact a good possibility for helping operators in their primary goal of maintaining a profitable level of operating while competing in today's roughly competitive operating arena?

Without question, it is. But only if it operates as a legitimate association should. The point is that altho such an association can be a great help—if only in bringing operators together and getting them to exchange views about operating—it introduces problems of its own when its purpose and its limits are not fully understood.

An association should not be a crutch which operators can lean on in making up for their own business deficiencies. It should not—it cannot—be a means of controlling or eliminating competition. In short, an association cannot make up for an operator's lack of business ability, but it can sharpen it.

Major Role

An association should have a major role to play in juke box operating. But it is essential that an operator realize that it cannot run his business for him. An association cannot function as an instrument to make business decisions for its members and then force these decisions on the membership. It cannot fix prices.

An association can recommend. It can serve as a clearing house for good business practices. It can set rules of fair business practices. It can set codes of business ethics. And it can expell members who do not live up to the rules or codes. But it cannot force them to live up to the code. The legitimate association's only clout is to give an operator the boot. But it cannot force-feed him.

Legitimate associations may be the single most important help an operators can have. Even if the operator can sell his services and get a fair profit for it, he has competition that can't. It's to his advantage to help and be saved. In helping save them, he's helping save himself.

Stimulate Competition

The best association can help replace location bidding tactics with sound business selling tactics. By having the best operating brains share their know-how with others, standards of operating are elevated. A top-notch association should therefore actually stimulate competition, rather than smother it.

Curiously, tho, despite the fact that many operators pay lip service to associations, relatively few apparently take them seriously. Latest figures show that only about 40 to 50 per cent belong to associations, and that includes Music Operators of America. Probably no more than

one-third belong to city or State associations. And that may be a generous estimate.

Fight Legislation

Besides, many—if not most—of the 40 or 50 associations now existing came into being as much (if not solely) for the purpose of fighting legislation, not specifically for the purpose of upgrading route operations.

The typical operator is a highly independent small businessman who sticks pretty close to home base, except for an occasional vacation. And even then he may not go far. So even the mechanics of setting meeting dates—and having him attend—is often hard to do. In addition, he is usually reluctant to divulge much information about his operation to his competitors. If he does something well, he considers this own "secret of success"—why share it with those who can use it to take business away from you? Thus, his reasoning.

The distributor can be a source of good or ill for an operator's association. If the distributor feels the effects of an association will lose business for him, he naturally takes a jaundiced view of it. If he thinks it can help him by helping operators get fatter and thus buy more equipment, he is ready to accept and support it.

Maximum Return

The association, despite these problems, and despite the fact that it has not attracted the majority of operators, must be included in the possible answers to helping the operator in managing his route for maximum returns.

In succeeding articles, we will explore other answers to the operator's problem of maintaining a profitable level of operating in meeting today's competitive demands. Associations, and how they fit into these other possibilities, will again come up for discussion.

The fact remains that many top operating companies believe that associations or less-formalized operator meetings are needed in order to elevate business standards thru a process of education which only the give-and-take among association members can provide. (See separate story elsewhere in this section for an example of what some ops think.) Informal meetings without an association are also all right, except that without the institutionalizing effect of a formal group with regular meetings, the idea-exchange is on pretty much of a willy-nilly basis.

Again, thoughtful operators look on associations not as a means of styming competition by setting definite rules about what the membership can and cannot do in operating their business, but rather as a means of upgrading operating procedures thru discussion, example, testimony, facts.

The effect of improving business practices—if the association is successful—is to minimize or eliminate the unhealthy practices of providing loans, cash bonuses, unprofitable commissions. But in this case, each member follows the dictates of his own business sense, now improved by learning thru contact with other operators with problems common to his.

Competition in this properly-run association, as we have said, becomes keener, if anything. But even tho competition is keener, operators are operating at profitable levels because they are putting their money into their own businesses, not in the location owner's. By their action, they are also putting pressure on unprofitable operations run by newcomers or part-timers, any marginal - type route. They are pulling his teeth by making his excursions into their locations less and less appetizing to the location owner, who is getting what he should get: Top equipment, top service and a fair commission.

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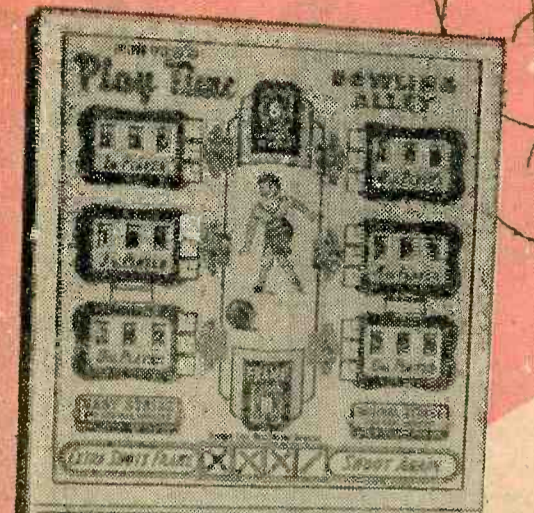
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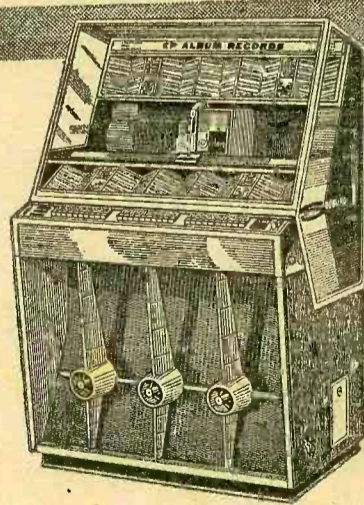
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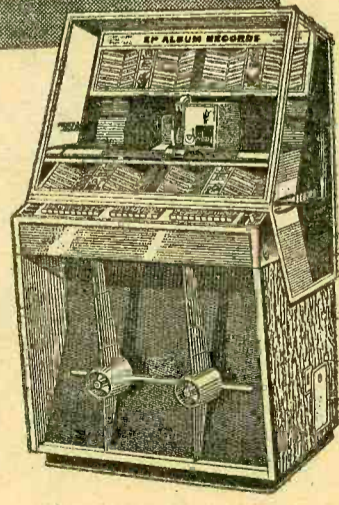
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